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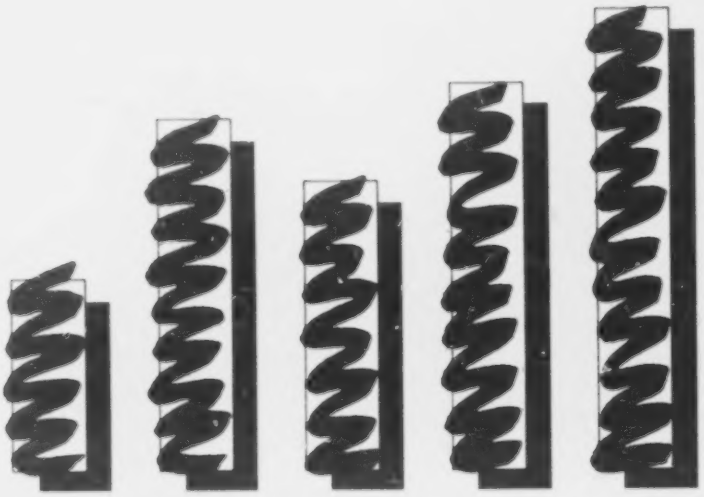
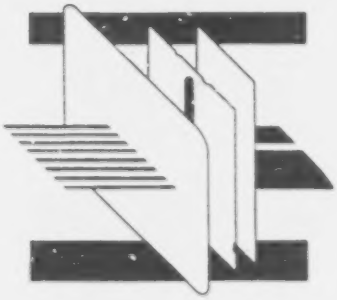
Audit Bureau of Circulations

*Expanded!*

# 1992 MAGAZINE TREND REPORT





Five-year circulation and advertising rate trends on all 600+ U.S. and Canadian magazine members.

900 North Meacham Road, Schaumburg, Illinois 60173-4968

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# ABC Magazine Trend Report
# 1987-1991

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# FOREWORD

**PURPOSE.** The Expanded 1992 ABC Magazine Trend Report is published primarily for advertisers, advertising agencies and publishers interested in objective information on a large number of ABC-audited magazines.

This report includes circulation and advertising rate data for 600+ U.S. and Canadian ABC magazine members. The data in this edition have been compiled for the five year period from 1987-1991 for the magazines that have been included in previous editions. Data for the 400+ titles that have been added this year will be for a two year period from 1990-1991. U.S. magazines are grouped according to general interest categories which correspond to the publications' main listing in Standard Rate & Data's Consumer Magazine edition. The Canadian magazines are listed in two sections - English and French - and grouped according to general interest categories which correspond to the publications' main listing in Canadian Advertising Rates & Data.

**DATA FOR EACH MAGAZINE INCLUDE:**

Average paid circulation
Percent of subscriptions
Post expiration copies
Total subscription sales
% circulation within 48 continental states
Subscription and single copy prices, with percent discount
Percent sold with premium
Advertising page rates - black & white and four color
Cost per page per thousand circulation
Advertising rate base/circulation guarantee
# of issues below rate base/circulation guarantee

In addition to the data provided on individual publications, indices are provided for each of the classifications. These tables use 1987 as the base year (if available) and show percentage changes for each subsequent year for three data items.

**EXPLANATION OF DATA ITEMS AND SOURCES.**

**Average Paid Circulation.** This figure, rounded to the nearest hundred, is a weighted average determined from Average Total Paid Circulation reported in Paragraph 1 of June and December Publisher's Statements and/or Initial Audit Reports (see Special Notes, page 7).

**Percentage Subscription.** Determined from same information used for Average Paid Circulation (above).

**Post Expiration Copies.** This figure is taken from Paragraph 7 of the June and December Publisher's Statements.

**Total Subscriptions Sold.** This figure, rounded to the nearest hundred, is the sum of the totals reported in Paragraphs 3-6 of June and December statements.

**Percentage of U.S. Circulation.** Determined by subtracting the total circulation for Alaska & Hawaii from the total U.S. and dividing by the grand total circulation from Paragraph 12 of the December statement.

# FOREWORD (cont.)

**EXPLANATION OF DATA ITEMS AND SOURCES (continued).**

**Percentage at Basic Rates.** Determined by dividing the sum of lines 3a., 3b. and 3d. from June and December statements by Total Subscriptions Sold (above). NOTE: To maintain comparability with the data shown in previously issued ANA reports, all subscriptions sold at prices other than those reported as being sold at "lower than basic prices" have been included in the calculation of the "%@ Basic Rates." Accordingly, subscriptions sold at "higher than basic prices" and those sold at "association subscription prices" are included in the percentage of subscriptions sold at basic rates.

**Percentage Sold with Premium.** Determined by subtracting line 6a. from the Total Subscriptions Sold in Period and then divided by the Total Subscriptions Sold in Period for the June and December statements.

**Single Copy Price/1 Yr. Sub. Price/% Disc.** Information is taken from the December 31st reports of each year and reflects information in effect as of December 31st of each year. All prices shown reflect those noted as "Basic." The percent discount is based on the difference between the one year subscription price versus the single copy price multiplied by the total number of issues for the year.

**Advertising Rates.** For U.S. publications, the four color and black & white rates shown are those reported in effect as of December 31 of each year, based on Standard Rate and Data Services' Consumer Magazine issues. The advertising rates for Canadian publications were compiled from January 1987-1991 issues of Canadian Advertising Rates & Data.

**Cost per Thousand.** Determined by dividing the advertising rate by the average paid circulation and multiplying by 1,000.

**Rate Base/Circulation Guarantee.** Information on each publication's advertising rate base/circulation guarantee was obtained from released ABC Audit Reports. The abbreviation "N.C." (none claimed) appears for any year a publication may not have reported a rate base/circulation guarantee.

**Issues Below Rate Base.** A total # of issues that did not meet the publication's advertising rate base/circulation guarantee for the June and December statements.

**FUTURE EDITIONS.** The next edition of this report will incorporate 1992 data. Suggestions for making future editions more useful are welcomed.

# GENERAL INFORMATION RELATING TO CIRCULATION METHODS USED BY PUBLISHERS

Audit Bureau of Circulations (ABC) reports provide quantitative facts on circulation, not qualitative measures of the relative merits of circulation methods. However, ABC figures provide a basis for questions to publishers regarding the use of various channels of distribution and selling techniques.

The publisher's selection of circulation sources is based primarily on the economics of each source for the particular publication, its long-range and short-range effects on the publication and over-all circulation objectives.

The following may be helpful in attaining a better understanding of the various channels of distribution used by magazine publishers and reported on in ABC Publisher's Statements and Audit Reports.

## A. Single Copy Sales (Paragraph 1)

Single-copy sales are obtained through newsdealers, supermarkets, drugstores, confectionery stores, tobacco shops, hotels and other retail outlets. It has been stated that although the continuity of purchase of a magazine in this manner is more likely to be on an irregular basis, the act of buying is generally believed to indicate strong interest in the magazine purchased.

At the same time, special interest publications and others may place less emphasis on the importance of having single-copy circulation because of inherent marketing factors for reaching target audiences in the most economical manner.

*Bulk and all other.* This circulation is explained in Paragraph 11 of ABC reports. Normally such circulation includes multiple-copy sales of an individual issue to a single source and may be a part of a promotion program by the bulk purchaser.

## B. Channels of Subscription Sales (Paragraph 5)

### (a) Ordered by mail and/or direct request.

Usually this method of subscription procurement is considered by many publications to be the most important and profitable method of obtaining renewal subscriptions. It is frequently claimed that this is the largest source of new subscriptions and often represents the greatest number of subscription sales reported by ABC member magazines.

Using this method of subscription procurement, publishers can to a large extent direct their subscription promotion efforts to specific markets or prospects of predetermined and known characteristics. Renewals are generally solicited by mail and many publishers believe that new subscriptions "ordered by mail and/or direct request" produce a higher renewal rate.

Since it is considered difficult to utilize individualized sales approaches for this method of subscription solicitations, especially for new business, offers frequently include short-term "introductory" subscriptions at a special price, long-term subscriptions at substantial savings, or "sweepstakes" offers. Apparently, the use of combination offers or the offer of premiums are less frequently used as a procurement method for this type of subscription.

### (b) Ordered through salespeople.

1. *Catalog agencies and individual agents.* The bulk of the subscription production from this source is generally in the form of institutional orders for schools, libraries, etc. Often this kind of business is solicited on a bid basis for magazine lists preselected by the institution. Copies sold through this source would seem more likely to have high multiple readership.
2. *Publisher's own and other publishers' salespeople and -*
3. *Independent agencies' salespeople.* Field selling staffs may be directly supervised by publisher personnel or they may be independently owned and operated. They may opt to sell on a direct contact basis or they may be sponsored by a local civic or charitable organization.

Field selling staffs are usually composed of "professionals" who depend on selling subscriptions as their livelihood. In order to validate that the sales staff of these agencies conform to the policies of the agency and/or publisher and the rules under which they are authorized (which might stipulate no sympathy appeals, full payment of the authorized price under the payment plan authorized, proper use of premiums or combinations, etc.), many publishers endeavor to verify a percentage of the orders by mail and/or field surveys and supervision.

It is generally felt that abuses in this type of selling are less frequent today than in the past. This can be attributed to the efforts of the Magazine Publishers Association, the Federal Trade Commission and individual publishers.

It is considered normal practice for field selling staffs, whether publisher-owned or independent, sponsored or unsponsored, to receive a higher commission rate than independent agents or subagents of catalog agencies. This could be either in the form of cash bonuses or lower remitting rates.

4. *Newspaper agencies.* Practically all subscriptions received through this channel are sold in combination with newspapers. It is customary to have one specified newspaper included in every combination offer. The combination usually will include several magazines, selected by the subscribers.

   Sales are made by the newspapers' carrier staffs or through a mail solicitation effort conducted by the newspaper.

5. *Members of schools, churches, fraternal and similar organizations.* Sales in this category differ from the sponsored sales of field staffs in that the sale is made by members of the school, church or other organization rather than by a professional salesperson.

   Generally, the student or organization member sells from a brochure listing many different titles. While friendship or a willingness to help out a good cause may enter into the decision to purchase, in entering into such a sale the customer nonetheless selects the magazine or magazines of their choice from the list.

(c) **Association memberships.**

Subscription prices of magazines issued by associations are often included in the annual dues and are non-deductible from those dues. In these cases the publisher usually has control over selling methods. The subscriber does not have the choice of free selection.

Some associations permit the member to deduct the price of a subscription to the publication from the dues. In these instances the subscriber makes the choice when joining the association or renewing the membership.

In either case, the method is explained in ABC reports, Paragraph 11 - Explanatory.

(d) **All other channels.**

When production is generated from other channels, these other channels are described in Paragraph 11.

## C. Other Factors Influencing Circulation

### Use of Premiums (Paragraph 6)

Premiums given with magazine subscriptions may be "free" to the subscriber, in that no additional charge is made for the premium, or an additional charge may be made for the premium. ABC rules require that such sales be properly reported.

One type of premium frequently used is a book containing the same general kinds of material as in the magazine. This is a "related" premium and usually indicates reader appeal in the subject matter appearing in the publication.

The second type of premium often used is "unrelated" to the magazine. Use of this kind of premium may have a significant influence on the subscription purchase.

The ABC rule on premiums requires that in order for the subscription to qualify as paid, the amount paid by the subscriber must equal the full value of the premium, plus not less than 50 percent of the basic subscription price of the publication for terms of one year or less. For terms of more than one year, it must be at least 50 percent of the pro rata of the basic annual prices for the term of the order. The value of the premium is either determined by a stated value or one based on cost plus 25 percent. The highest figure is the one used.

### Duration of Subscriptions Sold (Paragraph 4)

While for many years it was considered to the publisher's advantage to obtain original and renewal subscriptions for as long a period as possible, the effect of current inflationary trends on postage and production costs is such that many publishers prefer to limit the number of long-term subscriptions and their long-term obligation at current prices.

At the other end of the scale, short-term subscriptions of less than one year's duration are generally considered worthwhile to the publisher only if they can be converted to longer-term renewals or to meet specified short-term circulation objectives.

Long-term subscriptions are frequently obtained through field staff solicitations while shorter "introductory" offers are usually associated with direct mail new business offers. The relative worth of one year subscriptions vs. two, three years or more, from a readership and responsiveness standpoint is subject to differing evaluations.

### Post Expiration Copies (Paragraph 7)

Some publishers follow a policy terminating subscriptions promptly at expiration. Others consider serving additional copies past the expiration date as a good method of obtaining renewals and assuring continuity of service to the subscriber.

If copies are served consecutively without missing an issue, ABC rules permit including the copies served beyond expiration in paid circulation up to three months for domestic and six months for foreign subscriptions, providing at least 50 percent of the basic annual subscription price was paid originally. Subscriptions carried as post expiration copies beyond the specified period must be omitted from the paid circulation count.

### Cost of Obtaining Circulation

Data on the costs of circulation acquisition do not appear in ABC reports as they represent confidential and internal operating costs of the publisher. Questions to publishers may sometimes elicit considerable information on costs, but such figures may be difficult to analyze and to compare unless it is known what factors may be included or excluded.

It is generally agreed that high-cost circulation is usually poor economics for the publisher over the long run; it may represent a poor investment for the reader if editorial quality is impaired to support it; and a poor buy for the advertiser if it does not produce interested and responsive readers.

At the same time, the cost of circulation acquisition should be considered in terms of the overall life of the subscription. Some subscription sources may have an initially higher cost or involve considerable investment by the publisher, but will represent more economical or low-cost circulation to the publisher over the long run because of a high renewal performance.

# SPECIAL NOTES

Not all of the publications included in this report were magazine members of ABC during the entire period of 1987 through 1991. As only ABC circulation data were used, no information has been shown in the report for those years that the publication did not hold ABC magazine membership.

The following information pertains to those magazines not having trend data for the full five year period covered by this report.

**U.S. PUBLICATIONS:**

**Country America** - Initial Audit covered the six-month period ended June 30, 1990.

**Lear's** - Initial Audit covered the six-month period ended June 30, 1988.

**Longevity** - Initial Audit covered the six-month period ended December 31, 1989.

**Midwest Living** - Initial Audit covered the six-month period ended June 30, 1988.

**Parenting Magazine** - Initial Audit covered the six-month period ended December 31, 1987.

**Premiere** - Initial Audit covered the six-month period ended June 30, 1988.

**Spin** - Reinstatement Audit covered the six-month period ended December 31, 1989.

**Travel Holiday** - Initial Audit covered the six-month period ended December 31, 1988.

**Victoria** - Initial Audit covered the six-month period ended December 31, 1987.

**The Walking Magazine** - Initial Audit covered the six-month period ended December 31, 1987.

**CANADIAN PUBLICATIONS:**

**Le Bel Age** - Initial Audit covered the six-month period ended June 30, 1989.

**Canadian Geographic** - Initial Audit covered the six-month period ended December 31, 1988.

**Canadian House & Home** - Initial Audit covered the six-month period ended June 30, 1989.

**Crafts Plus** - Initial Audit covered the six-month period ended December 31, 1987.

**L'Essentiel** - Reinstatement Audit covered the six-month period ended December 31, 1990.

**Guide Ressources** - Initial Audit covered the six-month period ended December 31, 1988.

**Inside Hockey** - Initial Audit covered the six-month period ended June 30, 1988.

**Safirir** - Initial Audit covered the six-month period ended December 31, 1989.

**Ski Canada** - Initial Audit covered the six-month period ended June 30, 1988.

**TV Hebdo-Teleromans** - Initial Audit covered the six-month period ended December 31, 1988.

## SPECIAL NOTES (cont.)

Some magazines carry a variable/seasonal advertising rate base, or circulation guarantee or change the advertising rate throughout a given calendar year. These magazines are listed below. For further information, please refer to their June and December Publisher's Statements.

### U.S.

American Health - Fitness of Body and Mind
The American Legion Magazine
American Photo
The Atlantic
Audubon
Backpacker
Bicycle Guide
Boston Magazine
Business Week (World Wide)
Car and Driver
Colonial Homes
Conde Nast Traveler
Consumers Digest
Cooking Light
Country America
Country Home
Country Journal
Country Living
Creative Classroom
Cycle World
Decorating Remodeling
Deer & Deer Hunting
Discover
Ebony
The Economist (North American Edition)
Elle
Elle Decor
Esquire
Family Circle
Financial World
Fine Homebuilding
Flower & Garden
Food & Wine
Fortune (Worldwide)
Four Wheeler
Glamour
Golf Digest
Golf Illustrated
Golf Magazine
GQ-Gentlemen's Quarterly
Harper's Magazine
Harvard Business Review
HG-House & Garden
Home
Home Mechanix
Home Office Computing
House Beautiful
Inside Sports
Insight
Kid City Magazine
Kiplinger's Personal Finance Magazine
Ladies' Home Journal
Life
Los Angeles Magazine
M
MacUser
Mademoiselle
McCall's
Midwest Living
Mirabella
Modern Maturity
Money
Mother Jones
Motorland
Natural History
New Choices For The Best Years
New Woman
Omni
Outside
Parenting Magazine
PC Magazine
Penthouse
People Weekly
Pillsbury Classic Cookbooks
Playboy
Popular Photography
Prevention
Road & Track
Rolling Stone
Salt Water Sportsman
San Francisco Focus
Sassy
The Saturday Evening Post
Self
Sesame Street Magazine
Seventeen
Ski Magazine
Soap Opera Digest
Sophisticate's Hairstyle Guide
Southern Accents
Southern Living
The Sporting News
Tennis
Town & Country
Traveler
True Story
TV Guide
US
Vanity Fair
Victoria
Video
Video Review
Vogue
"W"
Weight Watchers Magazine
Woman's Day
Women's Sports & Fitness
The Workbasket
Workbench
WWF Magazine
Yankee

### CANADA

Outdoor Canada
TV Hebdo

# ALPHABETICAL LISTING OF U.S. PUBLICATIONS

| Publication | Classification |
|---|---|
| AAA World | Travel |
| Adventure Road | Travel |
| Air & Space/Smithsonian | General Editorial |
| Air Force Times | Military & Naval (Air Force, Army, Navy & Marines) |
| Alaska, The Magazine of Life on the Last Frontier | Metropolitan/Regional/State |
| American Demographics | Business & Finance |
| American Handgunner | Fishing & Hunting |
| American Health-Fitness of Body and Mind | Health |
| • American Heritage | General Editorial |
| The American Hunter | Fishing & Hunting |
| The American Lawyer | Fraternal, Professional Groups, Service Clubs |
| The American Legion Auxiliary National News | Fraternal, Professional Groups, Service Clubs |
| The American Legion Magazine | General Editorial |
| American Motorcyclist | Motorcycle |
| • American Photo | Photography |
| The American Rifleman | Fishing & Hunting |
| American Rodder | Automotive |
| American Scientist | Science/Technology |
| Amigaworld | Computers |
| The AOPA Pilot | Aviation |
| Archaeology Magazine | General Editorial |
| • Architectural Digest | Home Service & Home |
| Arkansas Times | Metropolitan/Regional/State |
| • Army Times | Military & Naval (Air Force, Army, Navy & Marines) |
| Art & Antiques | Art & Antiques |
| Art In America | Art & Antiques |
| The Artist's Magazine | Art & Antiques |
| ArtNews | Art & Antiques |
| Astronomy | Science/Technology |
| Atlanta Magazine | Metropolitan/Regional/State |
| • The Atlantic | General Editorial |
| • Audio | Music |
| • Audubon | Nature & Ecology |
| • Automobile Magazine | Automotive |
| • Auto Week | Automotive |
| • Backpacker | Camping & Outdoor Recreation |
| Baltimore Magazine | Metropolitan/Regional/State |
| Barron's National Business and Financial Weekly | Business & Finance |
| Baseball Digest | Sports |
| Bassin' | Fishing & Hunting |
| Bassmaster Magazine | Fishing & Hunting |
| Best Recipes | Epicurean |
| • Better Homes and Gardens | Home Service & Home |
| Bicycle Guide | Sports |
| • Bicycling | Sports |
| The Big Bopper | Youth |
| Biker | Motorcycle |
| • Black Enterprise | Business & Finance |
| The Blood-Horse | Horses, Riding & Breeding |
| • Boating | Boating & Yachting |
| • Bon Appetit | Epicurean |
| BOP | Youth |
| Boston Magazine | Metropolitan/Regional/State |
| Bowhunter | Fishing & Hunting |
| Bowling Digest | Sports |
| • Boys' Life | Youth |
| • Bridal Guide | Brides, Bridal |
| • Bride's and Your New Home | Brides, Bridal |
| British Heritage | Travel |
| Business Week (World Wide) | Business & Finance |
| Butterick Home Catalog | Dressmaking & Needlework |
| Byte Magazine | Computers |
| Capper's | Home Service & Home |
| • Car and Driver | Automotive |
| • Car Craft | Automotive |
| Career Pilot | Aviation |
| Carolina Country | Metropolitan/Regional/State |
| Cars & Parts | Automotive |
| Cat Fancy | Dogs & Pets |
| Catholic Digest | Religious & Denominational |
| Cats Magazine | Dogs & Pets |
| CD Review | Music |
| Changes-The Nation's Leading Self-Help Magazine | Health |
| Chicago | Metropolitan/Regional/State |
| The Chronicle of Higher Education | Education & Teacher |
| The Chronicle of Philanthropy | Business & Finance |
| The Chronicle of the Horse | Horses, Riding & Breeding |
| Circus Magazine | Music |
| Cleveland Magazine | Metropolitan/Regional/State |
| Climbing | Sports |
| • Colonial Homes | Home Service & Home |
| Colorado Homes & Lifestyles | Metropolitan/Regional/State |
| Columbia Journalism Review | Political & Social Topics |
| Columbus Monthly | Metropolitan/Regional/State |
| Compute | Computers |
| Computer Language | Computers |
| • Computer Shopper | Computers |
| • Conde Nast Traveler | Travel |
| Connecticut Magazine | Metropolitan/Regional/State |
| Consumers Digest | General Editorial |
| • Cooking Light | Women's |
| Coonhound Bloodlines | Dogs & Pets |
| • Cosmopolitan | Women's |
| Cosmopolitan en Espanol | Women's |
| •* Country America | General Editorial |
| Country Folk Art Magazine | Art & Antiques |
| • Country Home | Home Service & Home |
| Country Journal | Home Service & Home |
| • Country Living | Home Service & Home |
| Country Living (Ohio) | Metropolitan/Regional/State |
| Country Music | Music |
| Crafts | Crafts, Games, Hobbies & Models |
| Crafts 'n Things | Crafts, Games, Hobbies & Models |
| Creative Classroom | Education & Teacher |
| Cruise Travel | Travel |

# ALPHABETICAL LISTING OF U.S. PUBLICATIONS (cont.)

| Publication | Classification |
|---|---|
| Cruising World | Boating & Yachting |
| • Cycle World | Motorcycle |
| D Magazine (Dallas/Ft. Worth) | Metropolitan/Regional/State |
| Darkroom & Creative Camera Techniques | Photography |
| Data Based Advisor | Computers |
| Decorating Remodeling | Home Service & Home |
| Deer & Deer Hunting | Fishing & Hunting |
| Delaware Today | Metropolitan/Regional/State |
| • Details | Men's |
| • Detroit Monthly | Metropolitan/Regional/State |
| Diabetes Self-Management | Health |
| Dirt Bike | Motorcycle |
| • Dirt Rider | Motorcycle |
| Dirt Wheels | Motorcycle |
| • Discover | Science/Technology |
| Discovery | Travel |
| Disney Adventures | Youth |
| Dog Fancy | Dogs & Pets |
| Dog World | Dogs & Pets |
| Ducks Unlimited | Fishing & Hunting |
| Dune Buggies and Hot VW's | Automotive |
| Dupont Registry | Automotive |
| Easyriders | Motorcycle |
| Eating Well | Epicurean |
| • Ebony | General Editorial |
| The Economist (North American Edition) | Business & Finance |
| Education Week | Education & Teacher |
| The Elks Magazine | Fraternal, Professional Groups, Service Clubs |
| • Elle | Women's/Men's Fashions, Beauty & Grooming |
| Elle Decor | Home Service & Home |
| EM (Ebony Man) | Men's |
| • Endless Vacation | Travel |
| • Entertainment Weekly | News-Weeklies |
| Entrepreneur Magazine | Business & Finance |
| Equus | Horses, Riding & Breeding |
| • Esquire | Men's |
| • Essence | Women's |
| European Car | Automotive |
| Exercise For Men Only | Men's |
| • Family Circle | Women's |
| • The Family Handyman | Home Service & Home |
| • Federal Times | Fraternal, Professional Groups, Service Clubs |
| • Field & Stream | Fishing & Hunting |
| Financial World | Business & Finance |
| Fine Homebuilding | Home Service & Home |
| First For Women | Women's |
| Fishing & Hunting News | Fishing & Hunting |
| Fishing World | Fishing & Hunting |
| Florida Sportsman | Fishing & Hunting |
| • Flower and Garden | Gardening (Home) |
| Fly Fisherman | Fishing & Hunting |
| • Flying | Aviation |
| Flying Models | Crafts, Games, Hobbies & Models |

| Publication | Classification |
|---|---|
| • Food & Wine | Epicurean |
| Football Digest | Sports |
| • Forbes | Business & Finance |
| Foreign Affairs | Political & Social Topics |
| Fortune (Worldwide) | Business & Finance |
| • Four Wheeler | Automotive |
| Frequent Flyer Magazine-Part II of the Pocket Flight Guides | Business & Finance |
| Full Cry | Fishing & Hunting |
| Fur-Fish-Game | Fishing & Hunting |
| Game & Fish Magazine | Fishing & Hunting |
| Garbage, The Practical Journal for the Environment | Nature & Ecology |
| • Glamour | Women's/Men's Fashions, Beauty & Grooming |
| • Globe | General Editorial |
| • Golf Digest | Sports |
| • Golf Illustrated | Sports |
| • Golf Magazine | Sports |
| Golf Tips | Sports |
| Golf World Magazine | Sports |
| • Good Housekeeping | Women's |
| • Gourmet | Epicurean |
| • GQ-Gentlemen's Quarterly | Men's |
| Grit | General Editorial |
| Guitar for the Practicing Musician | Music |
| Guitar Player | Music |
| Gun Dog | Fishing & Hunting |
| • Guns & Ammo | Fishing & Hunting |
| Guns Magazine | Fishing & Hunting |
| Hadassah Magazine | Fraternal, Professional Groups, Service Clubs |
| • Harper's Bazaar | Women's/Men's Fashions, Beauty & Grooming |
| • Harper's Magazine | General Editorial |
| Harrowsmith Country Life | Home Service & Home |
| Harvard Business Review | Business & Finance |
| Hawaii | Metropolitan/Regional/State |
| • Health | Health |
| Hemmings Motor News | Automotive |
| • HG-House & Garden | Home Service & Home |
| Historic Preservation | Home Service & Home |
| • Home | Home Service & Home |
| Home & Away | Travel |
| • Home Mechanix | Home Service & Home |
| • Home Office Computing | Business & Finance |
| Honolulu | Metropolitan/Regional/State |
| Horse & Rider | Horses, Riding & Breeding |
| Horse Illustrated | Horses, Riding & Breeding |
| Horseplay | Horses, Riding & Breeding |
| Horticulture, The Magazine of American Gardening | Gardening (Home) |
| • Hot Rod | Automotive |
| • House Beautiful | Home Service & Home |
| Houston Metropolitan Magazine | Metropolitan/Regional/State |
| Hudson Valley | Metropolitan/Regional/State |

# ALPHABETICAL LISTING OF U.S. PUBLICATIONS (cont.)

| Publication | Classification |
|---|---|
| I Love Cats | Dogs & Pets |
| Illinois Rural Electric News | Metropolitan/Regional/State |
| • Inc. | Business & Finance |
| Incider A+ | Computers |
| Indianapolis Monthly | Metropolitan/Regional/State |
| The In-Fisherman | Fishing & Hunting |
| • Inside Sports | Sports |
| Insight | News-Weeklies |
| Instructor Magazine | Education & Teacher |
| Interview | Society |
| Islands | Travel |
| • Jet | News-Weeklies |
| Junior League Review | Fraternal, Professional Groups, Service Clubs |
| Kentucky Living | Metropolitan/Regional/State |
| Keyboard | Music |
| Kid City Magazine | Youth |
| • Kiplinger's Personal Finance Magazine | General Editorial |
| Kitplanes | Aviation |
| Kiwanis | Civic |
| • Ladies' Home Journal | Women's |
| Lakeland Boating | Boating & Yachting |
| L.A. Style | Metropolitan/Regional/State |
| Learning 92 | Group Buying Opportunities |
| •*Lear's | Women's |
| • Life | General Editorial |
| Lindy's Football Annual | Sports |
| •*Longevity | Health |
| Los Angeles Magazine | Metropolitan/Regional/State |
| Louisville Magazine | Metropolitan/Regional/State |
| Low Rider Magazine | Automotive |
| • M | Men's |
| • MacUser | Computers |
| • Mademoiselle | Women's/Men's Fashions, Beauty & Grooming |
| The Magazine Antiques | Art & Antiques |
| Mature Outlook | Mature Market |
| • McCall's | Women's |
| McCall's Needlework & Crafts | Dressmaking & Needlework |
| Memphis Magazine | Metropolitan/Regional/State |
| Men's Fitness | Sports |
| • Men's Health | Men's |
| Metal Edge | Music |
| • Metropolitan Home | Home Service & Home |
| Michigan Country Lines | Metropolitan/Regional/State |
| Michigan Living | Travel |
| Microsoft Systems Journal | Computers |
| Mid-Atlantic Country | Metropolitan/Regional/State |
| •*Midwest Living | Home Service & Home |
| Midwest Outdoors | Fishing & Hunting |
| Military History | History |
| Milwaukee Magazine | Metropolitan/Regional/State |
| Minnesota Monthly | Metropolitan/Regional/State |
| Mirabella | Women's |
| Model Railroader | Crafts, Games, Hobbies & Models |
| • Modern Bride | Brides, Bridal |
| • Modern Maturity | Mature Market |
| • Money | General Editorial |
| Mother Jones | General Editorial |
| Motocross Action Magazine | Motorcycle |
| • Motor Boating & Sailing | Boating & Yachting |
| • Motor Trend | Automotive |
| • Motorcyclist | Motorcycle |
| Motorhome | Campers, RV, Mobile Homes & Trailers |
| Motorland | Travel |
| Mountain Bike Action | Sports |
| Mpls. St. Paul Magazine | Metropolitan/Regional/State |
| Muscle & Fitness | Fitness |
| Musician | Music |
| • Mustang & Fords | Automotive |
| The Nation | Political & Social Topics |
| • National Enquirer | General Editorial |
| • National Examiner | General Editorial |
| National Fisherman | Boating & Yachting |
| National Gardening Magazine | Gardening (Home) |
| • National Geographic Magazine | General Editorial |
| The National Law Journal | Business & Finance |
| National Parks | Nature & Ecology |
| National Review | Political & Social Topics |
| • Nation's Business | Business & Finance |
| • Natural History | General Editorial |
| • Navy Times | Military & Naval (Air Force, Army, Navy & Marines) |
| NEA Today | Education & Teacher |
| • New Choices for the Best Years | Mature Market |
| New Jersey Lawyer | Fraternal, Professional Groups, Service Clubs |
| New Jersey Monthly | Metropolitan/Regional/State |
| New Mexico Magazine | Metropolitan/Regional/State |
| The New Republic | Political & Social Topics |
| • New Woman | Women's |
| • New York Magazine | News-Weeklies |
| New York Sportsman | Fishing & Hunting |
| • The New Yorker | General Editorial |
| • Newsweek | News-Weeklies |
| North American Fisherman | Fishing & Hunting |
| North American Hunter | Fishing & Hunting |
| North American Whitetail | Fishing & Hunting |
| North Shore | Metropolitan/Regional/State |
| Northeast Ohio Avenues | Metropolitan/Regional/State |
| NRTA/AARP Bulletin | Mature Market |
| Off-Road | Automotive |
| Ohio Magazine | Metropolitan/Regional/State |
| Old House Journal | Home Service & Home |
| • Omni | Science/Technology |
| Open Wheel | Automotive |
| Opera News | Entertainment & Performing Arts |
| Orange Coast Magazine | Metropolitan/Regional/State |
| • Organic Gardening | Gardening (Home) |
| • Outdoor Life | Fishing & Hunting |
| Outdoor Photographer | Photography |
| • Outside | Sports |

# ALPHABETICAL LISTING OF U.S. PUBLICATIONS (cont.)

| Publication | Classification |
|---|---|
| Pacific Northwest | Metropolitan/Regional/State |
| Palm Beach Life | Metropolitan/Regional/State |
| • Palm Springs Life | Metropolitan/Regional/State |
| •* Parenting Magazine | Women's |
| • Parents Magazine | Women's |
| • PC Magazine | Computers |
| PC Sources | Computers |
| • PC/Computing | Computers |
| Penn Lines | Metropolitan/Regional/State |
| Pennsylvania Sportsman | Fishing & Hunting |
| • Penthouse | Men's |
| • People Weekly | News-Weeklies |
| • Petersen's Circle Track | Automotive |
| • Petersen's 4 Wheel | Automotive |
| • Petersen's Handguns | Fishing & Hunting |
| • Petersen's Hunting | Fishing & Hunting |
| • Petersen's Photographic | Photography |
| • Petersen's Sport Truck | Automotive |
| Philadelphia Magazine | Metropolitan/Regional/State |
| Phoenix Home & Garden | Metropolitan/Regional/State |
| Pillsbury Classic Cookbooks | Epicurean |
| Pittsburgh Magazine | Metropolitan/Regional/State |
| Plane & Pilot | Aviation |
| • Playboy | Men's |
| Popular Electronics | TV & Radio/Communications & Electronics |
| Popular Hot Rodding | Automotive |
| • Popular Mechanics | Men's |
| • Popular Photography | Photography |
| • Popular Science | Science/Technology |
| • Practical Homeowner | Home Service & Home |
| Practical Horseman | Horses, Riding & Breeding |
| •* Premiere | Entertainment & Performing Arts |
| • Prevention | Health |
| Private Clubs | General Editorial |
| Private Pilot | Aviation |
| Pure-Bred Dogs-American Kennel Gazette | Dogs & Pets |
| The Quarter Horse Journal | Horses, Riding & Breeding |
| The Quarter Racing Journal | Horses, Riding & Breeding |
| Radio Control Car Action | Crafts, Games, Hobbies & Models |
| Radio-Electronics | TV & Radio/Communications & Electronics |
| Railroad Model Craftsman | Crafts, Games, Hobbies & Models |
| • Reader's Digest | General Editorial |
| Reason | Political & Social Topics |
| • Redbook | Women's |
| Rhode Island Monthly | Metropolitan/Regional/State |
| Rider | Motorcycle |
| • Road & Track | Automotive |
| The Robb Report | General Editorial |
| • Rolling Stone | Music |
| The Rotarian | Civic |
| • Runner's World | Sports |
| Rural Living | Metropolitan/Regional/State |

| Publication | Classification |
|---|---|
| Sacramento Magazine | Metropolitan/Regional/State |
| Sail | Boating & Yachting |
| Sailing World | Boating & Yachting |
| St. Louis Magazine, Inc. | Metropolitan/Regional/State |
| • Salt Water Sportsman | Boating & Yachting |
| San Diego Home/Garden Magazine | Home Service & Home |
| San Diego Magazine | Metropolitan/Regional/State |
| San Francisco Focus | Metropolitan/Regional/State |
| • Sassy | Women's |
| Satellite Orbit | TV & Radio/Communications & Electronics |
| The Saturday Evening Post | General Editorial |
| Science | Science/Technology |
| Science News | Science/Technology |
| The Sciences | Science/Technology |
| • Scientific American | Science/Technology |
| The Scottish Rite Journal | Fraternal, Professional Groups, Service Clubs |
| • Scouting | Fraternal, Professional Groups, Service Clubs |
| Seattle Weekly | Metropolitan/Regional/State |
| • Self | Women's |
| Sesame Street Magazine | Women's |
| • Seventeen | Women's |
| Sew News | Dressmaking & Needlework |
| • Shape Magazine | Women's |
| Shooting Times | Fishing & Hunting |
| Shutterbug | Photography |
| • Sierra | Nature & Ecology |
| 16 Magazine | Youth |
| • Ski Magazine | Sports |
| • Skiing Magazine | Sports |
| • Skin Diver Magazine | Sports |
| • Smithsonian | General Editorial |
| Snow Week | Sports |
| • Soap Opera Digest | Women's |
| • Soap Opera Weekly | Women's |
| Sophisticate's Hairstyle Guide | Women's |
| South Florida | Metropolitan/Regional/State |
| • Southern Accents | Home Service & Home |
| • Southern Living | Home Service & Home |
| Southern Outdoors | Fishing & Hunting |
| Southwest Art | Art & Antiques |
| *Spin | Music |
| • Sport | Sports |
| Sport Fishing | Fishing & Hunting |
| • The Sporting News | Sports |
| • Sports Afield | Fishing & Hunting |
| Sports Car International | Automotive |
| • Sports Illustrated | News-Weeklies |
| Sportscar | Automotive |
| Spur | Horses, Riding & Breeding |
| Spy | General Editorial |
| • Star | General Editorial |
| • Stereo Review | Music |
| Stereophile | Music |
| Stock Car Racing | Automotive |
| Street Rodder | Automotive |
| • Sunset, The Magazine of Western Living | Home Service & Home |
| Super Chevy | Automotive |



• = Data Bank Participant

*See Special Notes - Page 7

# ALPHABETICAL LISTING OF U.S. PUBLICATIONS (cont.)

| Publication | Classification |
|---|---|
| Super Stock and Drag Illustrated | Automotive |
| Super Teen | Youth |
| Teaching Pre K-8 | Education & Teacher |
| • 'Teen | Women's |
| Teen Beat | Youth |
| Teen Machine | Youth |
| The Tennessee Magazine | Metropolitan/Regional/State |
| • Tennis | Sports |
| Texas Fish & Game | Fishing & Hunting |
| Texas Monthly | Metropolitan/Regional/State |
| 3-2-1 Contact | Youth |
| • Time-The Weekly Newsmagazine | News-Weeklies |
| Tours & Resorts | Travel |
| • Town & Country | General Editorial |
| Trade-a-Plane | Aviation |
| • Traditional Home | Home Service & Home |
| Trailer Boats | Boating & Yachting |
| Trailer Life | Campers, RV, Mobile Homes & Trailers |
| Trains | Crafts, Games, Hobbies & Models |
| • Travel & Leisure | Travel |
| •* Travel Holiday | Travel |
| • Traveler | Travel |
| Triathlete | Sports |
| Truckin' | Automotive |
| • True Story | Women's |
| TV Crosswords | Crafts, Games, Hobbies & Models |
| • TV Guide | News-Weeklies |
| TV Y Novelas | Women's |
| Unique Homes | Home Service & Home |
| • US | Entertainment & Performing Arts |
| USA Today Baseball Weekly | Newspaper Distributed Magazines |
| • U.S. News & World Report | News-Weeklies |
| UTNE Reader | General Editorial |
| Vacations | Travel |
| Vanidades Continental | Women's |
| • Vanity Fair | General Editorial |
| Velonews | Sports |
| VFW Auxiliary Magazine | Mature Market |
| •* Victoria | Women's |
| Video | TV & Radio/Communications & Electronics |
| • Video Review | TV & Radio/Communications & Electronics |
| Videomaker | TV & Radio/Communications & Electronics |
| Vista USA | Travel |
| • Vogue | Women's |
| Vogue Patterns | Dressmaking & Needlework |
| V.F.W. Magazine | Fraternal, Professional Groups, Service Clubs |
| • "W" | Women's |
| *The Walking Magazine | Health |
| The Washington Post National Weekly Edition | Newspaper Distributed Magazines |
| The Washingtonian | Metropolitan/Regional/State |
| Weekly World News | News-Weeklies |
| • Weight Watchers Magazine | Women's |
| Western Horseman | Horses, Riding & Breeding |
| Western Outdoors | Fishing & Hunting |
| Wildbird | Nature & Ecology |
| Wildfowl | Fishing & Hunting |
| The Wine Spectator | Epicurean |
| Wing & Shot | Fishing & Hunting |
| Winning Bicycling Illustrated | Sports |
| • Woman's Day | Women's |
| Woman's World | Women's |
| Women's Sports & Fitness | Women's |
| Woodenboat | Boating & Yachting |
| • The Workbasket | Women's |
| • Workbench | Home Service & Home |
| • Working Woman | Women's |
| World Monitor | General Editorial |
| World Press Review | General Editorial |
| Writer's Digest | Literary, Book Reviews & Writing Techniques |
| WWF Magazine | Sports |
| • Yachting | Boating & Yachting |
| • Yankee | General Editorial |
| YM | Women's |
| Zoomin' | Nature & Ecology |

# U.S. PUBLICATIONS BY CLASSIFICATION

## Art & Antiques
- Art & Antiques
- Art In America
- The Artist's Magazine
- ArtNews
- Country Folk Art Magazine
- The Magazine Antiques
- Southwest Art

## Automotive
- American Rodder
- Automobile Magazine
- Auto Week
- Car and Driver
- Car Craft
- Cars & Parts
- Dune Buggies and Hot VWs
- Dupont Registry
- European Car
- Four Wheeler
- Hemmings Motor News
- Hot Rod
- Low Rider Magazine
- Motor Trend
- Mustang & Fords
- Off-Road
- Open Wheel
- Petersen's Circle Track
- Petersen's 4 Wheel
- Petersen's Sport Truck
- Popular Hot Rodding
- Road & Track
- Sports Car International
- Sportscar
- Stock Car Racing
- Street Rodder
- Super Chevy
- Super Stock and Drag Illustrated
- Truckin'

## Aviation
- The AOPA Pilot
- Career Pilot
- Flying
- Kitplanes
- Plane & Pilot
- Private Pilot
- Trade-a-Plane

## Boating & Yachting
- Boating
- Cruising World
- Lakeland Boating
- Motor Boating & Sailing
- National Fisherman
- Sail
- Sailing World
- Salt Water Sportsman
- Trailer Boats
- Woodenboat
- Yachting

## Brides, Bridal
- Bridal Guide
- Bride's and Your New Home
- Modern Bride

## Business & Finance
- American Demographics
- Barron's National Business and Financial Weekly
- Black Enterprise
- Business Week (World Wide)
- The Chronicle of Philanthropy
- The Economist (North American Edition)
- Entrepreneur Magazine
- Financial World
- Forbes
- Fortune (Worldwide)
- Frequent Flyer Magazine-Part II of the Pocket Flight Guides
- Harvard Business Review
- Home Office Computing
- Inc.
- The National Law Journal
- Nation's Business

## Campers, RV, Mobile Homes & Trailers
- Motorhome
- Trailer Life

## Camping & Outdoor Recreation
- Backpacker

## Civic
- Kiwanis
- The Rotarian

## Computers
- Amigaworld
- Byte Magazine
- Compute
- Computer Language
- Computer Shopper
- Data Based Advisor
- Incider A+
- MacUser
- Microsoft Systems Journal
- PC Magazine
- PC Sources
- PC Computing

## Crafts, Games, Hobbies & Models
- Crafts
- Crafts 'n Things
- Flying Models
- Model Railroader
- Radio Control Car Action
- Railroad Model Craftsman
- Trains
- TV Crosswords

## Dogs & Pets
- Cat Fancy
- Cats Magazine
- Coonhound Bloodlines
- Dog Fancy
- Dog World
- I Love Cats
- Pure-Bred Dogs-American Kennel Gazette

## Dressmaking & Needlework
- Butterick Home Catalog
- McCall's Needlework & Crafts
- Sew News
- Vogue Patterns

## Education & Teacher
- The Chronicle of Higher Education
- Creative Classroom
- Education Week
- Instructor Magazine
- NEA Today
- Teaching Pre K-8

## Entertainment & Performing Arts
- Opera News
- *Premiere
- US

## Epicurean
- Best Recipes
- Bon Appetit
- Eating Well
- Food & Wine
- Gourmet
- Pillsbury Classic Cookbooks
- The Wine Spectator

## Fishing & Hunting
- American Handgunner
- The American Hunter
- The American Rifleman
- Bassin'
- Bassmaster Magazine
- Bowhunter
- Deer & Deer Hunting
- Ducks Unlimited
- Field & Stream
- Fishing & Hunting News
- Fishing World
- Florida Sportsman
- Fly Fisherman
- Full Cry
- Fur-Fish-Game
- Game & Fish Magazine
- Gun Dog
- Guns & Ammo
- Guns Magazine
- The In-Fisherman
- Midwest Outdoors



*See Special Notes - Page 7

# U.S. PUBLICATIONS BY CLASSIFICATION (cont.)

## Fishing & Hunting (cont.)
- New York Sportsman
- North American Fisherman
- North American Hunter
- North American Whitetail
- Outdoor Life
- Pennsylvania Sportsman
- Petersen's Handguns
- Petersen's Hunting
- Shooting Times
- Southern Outdoors
- Sport Fishing
- Sports Afield
- Texas Fish & Game
- Western Outdoors
- Wildfowl
- Wing & Shot

## Fitness
- Muscle & Fitness

## Fraternal, Professional Groups, Service Clubs
- The American Lawyer
- The American Legion Auxiliary National News
- The Elks Magazine
- Federal Times
- Hadassah Magazine
- Junior League Review
- New Jersey Lawyer
- The Scottish Rite Journal
- Scouting
- V.F.W. Magazine

## Gardening (Home)
- Flower and Garden
- Horticulture, The Magazine of American Gardening
- National Gardening Magazine
- Organic Gardening

## General Editorial
- Air & Space/Smithsonian
- American Heritage
- The American Legion Magazine
- Archaeology Magazine
- The Atlantic
- Consumers Digest
- *Country America
- Ebony
- Globe
- Grit
- Harper's Magazine
- Kiplinger's Personal Finance Magazine
- Life
- Money
- Mother Jones
- National Enquirer
- National Examiner
- National Geographic Magazine
- Natural History

## General Editorial (cont.)
- The New Yorker
- Private Clubs
- Reader's Digest
- The Robb Report
- The Saturday Evening Post
- Smithsonian
- Spy
- Star
- Town & Country
- UTNE Reader
- Vanity Fair
- World Monitor
- World Press Review
- Yankee

## Group Buying Opportunities
- Learning 92

## Health
- American Health-Fitness of Body and Mind
- Changes-The Nation's Leading Self-Help Magazine
- Diabetes Self-Management
- Health
- *Longevity
- Prevention
- *The Walking Magazine

## History
- Military History

## Home Service & Home
- Architectural Digest
- Better Homes and Gardens
- Capper's
- Colonial Homes
- Country Home
- Country Journal
- Country Living
- Decorating Remodeling
- Elle Decor
- The Family Handyman
- Fine Homebuilding
- Harrowsmith Country Life
- HG-House & Garden
- Historic Preservation
- Home
- Home Mechanix
- House Beautiful
- Metropolitan Home
- *Midwest Living
- Old House Journal
- Practical Homeowner
- San Diego Home/Garden Magazine
- Southern Accents
- Southern Living
- Sunset, The Magazine of Western Living
- Traditional Home
- Unique Homes
- Workbench

## Horses, Riding & Breeding
- The Blood-Horse
- The Chronicle of the Horse
- Equus
- Horse & Rider
- Horse Illustrated
- Horseplay
- Practical Horseman
- The Quarter Horse Journal
- The Quarter Racing Journal
- Spur
- Western Horseman

## Literary, Book Reviews & Writing Techniques
- Writer's Digest

## Mature Market
- Mature Outlook
- Modern Maturity
- New Choices for the Best Years
- NRTA/AARP Bulletin
- VFW Auxiliary Magazine

## Men's
- Details
- EM (Ebony Man)
- Esquire
- Exercise For Men Only
- GQ-Gentlemen's Quarterly
- M
- Men's Health
- Penthouse
- Playboy
- Popular Mechanics

## Metropolitan/Regional/State
- Alaska, The Magazine of Life on the Last Frontier
- Arkansas Times
- Atlanta Magazine
- Baltimore Magazine
- Boston Magazine
- Carolina Country
- Chicago
- Cleveland Magazine
- Colorado Homes & Lifestyles
- Columbus Monthly
- Connecticut Magazine
- Country Living (Ohio)
- D Magazine (Dallas/Ft. Worth)
- Delaware Today
- Detroit Monthly
- Hawaii
- Honolulu
- Houston Metropolitan Magazine
- Hudson Valley
- Illinois Rural Electric News
- Indianapolis Monthly
- Kentucky Living
- L.A. Style
- Los Angeles Magazine
- Louisville Magazine
- Memphis Magazine

*See Special Notes - Page 7

# U.S. PUBLICATIONS BY CLASSIFICATION (cont.)

**Metropolitan/Regional/ State (cont.)**
- Michigan Country Lines
- Mid-Atlantic Country
- Milwaukee Magazine
- Minnesota Monthly
- Mpls. St. Paul Magazine
- New Jersey Monthly
- New Mexico Magazine
- North Shore
- Northeast Ohio Avenues
- Ohio Magazine
- Orange Coast Magazine
- Pacific Northwest
- Palm Beach Life
- Palm Springs Life
- Penn Lines
- Philadelphia Magazine
- Phoenix Home & Garden
- Pittsburgh Magazine
- Rhode Island Monthly
- Rural Living
- Sacramento Magazine
- St. Louis Magazine, Inc.
- San Diego Magazine
- San Francisco Focus
- Seattle Weekly
- South Florida
- The Tennessee Magazine
- Texas Monthly
- The Washingtonian

**Military & Naval (Air Force, Army, Navy & Marines)**
- Air Force Times
- Army Times
- Navy Times

**Motorcycle**
- American Motorcyclist
- Biker
- Cycle World
- Dirt Bike
- Dirt Rider
- Dirt Wheels
- Easyriders
- Motocross Action Magazine
- Motorcyclist
- Rider

**Music**
- Audio
- CD Review
- Circus Magazine
- Country Music
- Guitar for the Practicing Musician
- Guitar Player
- Keyboard
- Metal Edge
- Musician
- Rolling Stone

**Music (cont.)**
- *Spin
- Stereo Review
- Stereophile

**Nature & Ecology**
- Audubon
- Garbage, The Practical Journal for the Environment
- National Parks
- Sierra
- Wildbird
- Zoomin'

**Newspaper Distributed Magazines**
- USA Today Baseball Weekly
- The Washington Post National Weekly Edition

**News-Weeklies**
- Entertainment Weekly
- Insight
- Jet
- New York Magazine
- Newsweek
- People Weekly
- Sports Illustrated
- Time-The Weekly Newsmagazine
- TV Guide
- U.S. News & World Report
- Weekly World News

**Photography**
- American Photo
- Darkroom & Creative Camera Techniques
- Outdoor Photographer
- Petersen's Photographic
- Popular Photography
- Shutterbug

**Political & Social Topics**
- Columbia Journalism Review
- Foreign Affairs
- The Nation
- National Review
- The New Republic
- Reason

**Religious & Denominational**
- Catholic Digest

**Science/Technology**
- American Scientist
- Astronomy
- Discover
- Omni
- Popular Science
- Science
- Science News
- The Sciences
- Scientific American

**Society**
- Interview

**Sports**
- Baseball Digest
- Bicycle Guide
- Bicycling
- Bowling Digest
- Climbing
- Football Digest
- Golf Digest
- Golf Illustrated
- Golf Magazine
- Golf Tips
- Golf World Magazine
- Inside Sports
- Lindy's Football Annual
- Men's Fitness
- Mountain Bike Action
- Outside
- Runner's World
- Ski Magazine
- Skiing Magazine
- Skin Diver Magazine
- Snow Week
- Sport
- The Sporting News
- Tennis
- Triathlete
- Velonews
- Winning Bicycling Illustrated
- WWF Magazine

**Travel**
- AAA World
- Adventure Road
- British Heritage
- Conde Nast Traveler
- Cruise Travel
- Discovery
- Endless Vacation
- Home & Away
- Islands
- Michigan Living
- Motorland
- Tours & Resorts
- Travel & Leisure
- *Travel Holiday
- Traveler
- Vacations
- Vista USA

**TV & Radio/Communications & Electronics**
- Popular Electronics
- Radio-Electronics
- Satellite Orbit
- Video
- Video Review
- Videomaker

**Women's**
- Cooking Light
- Cosmopolitan
- Cosmopolitan en Espanol
- Essence



*See Special Notes - Page 7

# U.S. PUBLICATIONS BY CLASSIFICATION (cont.)

**Women's (cont.)**

Family Circle
First For Women
Good Housekeeping
Ladies' Home Journal
*Lear's
McCall's
Mirabella
New Woman
*Parenting Magazine
Parents Magazine
Redbook
Sassy
Self
Sesame Street Magazine
Seventeen
Shape Magazine

**Women's (cont.)**

Soap Opera Digest
Soap Opera Weekly
Sophisticate's Hairstyle Guide
'Teen
True Story
TV Y Novelas
Vanidades Continental
*Victoria
Vogue
"W"
Weight Watchers Magazine
Woman's Day
Woman's World
Women's Sports & Fitness
The Workbasket
Working Woman
YM

**Women's/Men's Fashions, Beauty & Grooming**

Elle
Glamour
Harper's Bazaar
Mademoiselle

**Youth**

The Big Bopper
BOP
Boys' Life
Disney Adventures
Kid City Magazine
16 Magazine
Super Teen
Teen Beat
Teen Machine
3-2-1 Contact

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# INDIVIDUAL PUBLICATION LISTINGS BY CLASSIFICATION

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % for Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ART & ANTIQUES** | | | | | | | | | | | | | | | | | |
| **ART & ANTIQUES** | | | | | | | | | | | | | | | | | |
| 1991 | 153.5 | 98.1 | 96.5 | 154.5 | 5.4 | 0.0 | 3.95 | 27.00 | 31.6 | 10 | .0 | 150.0 | 1 | 7992 | 52.07 | 9629 | 62.73 |
| 1990 | 150.5 | 97.2 | 94.5 | 200.9 | 7.2 | 0.0 | 2.95 | 24.00 | 18.6 | 10 | .0 | 150.0 | 1 | 7992 | 53.10 | 9629 | 63.98 |
| 1989 | 113.5 | 96.3 | 96.1 | 100.8 | 11.3 | 0.0 | 4.75 | 29.95 | 36.9 | 10 | .0 | 110.0 | 0 | 5900 | 51.98 | 7110 | 62.64 |
| 1988 | 108.9 | 98.7 | 94.2 | 110.5 | 13.1 | 0.0 | 4.75 | 29.95 | 36.9 | 10 | .3 | N.C. | N.A. | 5440 | 49.95 | 6550 | 60.15 |
| 1987 | 115.8 | 98.6 | 94.3 | 103.1 | 17.2 | 0.1 | 4.75 | 29.95 | 36.9 | 10 | .0 | 100.0 | 0 | 4940 | 42.66 | 5950 | 51.38 |
| **ART IN AMERICA** | | | | | | | | | | | | | | | | | |
| 1991 | 70.1 | 87.2 | 82.7 | 61.0 | 33.8 | 0.9 | 4.75 | 39.95 | 29.9 | 12 | .0 | N.C. | N.A. | 4018 | 57.32 | 5180 | 73.89 |
| 1990 | 72.2 | 87.5 | 82.4 | 69.1 | 35.7 | 1.6 | 4.75 | 39.95 | 29.9 | 12 | .0 | N.C. | N.A. | 4018 | 55.65 | 5180 | 71.75 |
| **THE ARTIST'S MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 261.9 | 94.0 | 89.9 | 275.5 | 1.7 | 1.3 | 2.75 | 24.00 | 27.3 | 12 | .0 | N.C. | N.A. | 5730 | 21.88 | 6525 | 24.91 |
| 1990 | 261.5 | 94.3 | 89.2 | 302.9 | 1.2 | 1.2 | 2.50 | 24.00 | 20.0 | 12 | .0 | N.C. | N.A. | 5405 | 20.67 | 6200 | 23.71 |
| 1989 | 240.7 | 94.2 | 88.9 | 286.9 | 1.3 | 1.3 | 2.50 | 24.00 | 20.0 | 12 | .0 | N.C. | N.A. | 4785 | 19.88 | 5580 | 23.18 |
| 1988 | 206.9 | 94.4 | 87.5 | 227.9 | 0.8 | 1.7 | 2.25 | 24.00 | 11.1 | 12 | .0 | N.C. | N.A. | 4350 | 21.02 | 5145 | 24.87 |
| 1987 | 193.5 | 94.8 | 88.5 | 238.1 | 0.8 | 1.8 | 2.00 | 24.00 | 0.0 | 12 | .0 | N.C. | N.A. | 3950 | 20.41 | 4745 | 24.52 |
| **ARTNEWS** | | | | | | | | | | | | | | | | | |
| 1991 | 74.6 | 89.0 | 84.2 | 61.9 | 58.7 | 0.0 | 4.75 | 32.95 | 30.6 | 10 | .0 | 70.0 | 0 | 5060 | 67.83 | 6410 | 85.92 |
| 1990 | 76.7 | 90.1 | 83.9 | 64.6 | 58.2 | 0.0 | 4.50 | 32.95 | 26.8 | 10 | .0 | 70.0 | 0 | 4685 | 61.08 | 5935 | 77.38 |
| **COUNTRY FOLK ART MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 240.1 | 95.0 | 14.5 | 44.3 | 98.1 | 0.0 | 3.95 | 22.95 | 16.2- | 5 | .0 | N.C. | N.A. | N.A. | | N.A. | |
| **THE MAGAZINE ANTIQUES** | | | | | | | | | | | | | | | | | |
| 1991 | 60.5 | 95.5 | 92.0 | 47.4 | 45.7 | 0.0 | 5.00 | 38.00 | 36.7 | 12 | 4.3 | N.C. | N.A. | N.A. | | N.A. | |
| 1990 | 64.8 | 95.7 | 91.8 | 54.7 | 45.4 | 1.0 | 5.00 | 38.00 | 36.7 | 12 | 5.0 | N.C. | N.A. | N.A. | | N.A. | |
| **SOUTHWEST ART** | | | | | | | | | | | | | | | | | |
| 1991 | 76.3 | 95.2 | 74.1 | 51.8 | 79.9 | 0.0 | 4.50 | 27.50 | 49.1 | 12 | .0 | N.C. | N.A. | 6000 | 78.64 | 6500 | 85.19 |
| 1990 | 72.8 | 95.1 | 73.9 | 52.6 | 79.4 | 0.0 | 4.50 | 27.50 | 49.1 | 12 | .0 | N.C. | N.A. | 29975 | 411.74 | 3306 | 45.41 |
| **AUTOMOTIVE** | | | | | | | | | | | | | | | | | |
| **AMERICAN RODDER** | | | | | | | | | | | | | | | | | |
| 1991 | 67.0 | 82.4 | 24.4 | 9.6 | 61.1 | 20.2 | 3.50 | 22.00 | 57.1- | 4 | .0 | N.C. | N.A. | 1600 | 23.88 | 2000 | 29.85 |
| **AUTOMOBILE MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 519.6 | 94.0 | 83.4 | 501.2 | 24.9 | 0.1 | 2.95 | 18.00 | 49.2 | 12 | .0 | 500.0 | 1 | 22640 | 43.57 | 32340 | 62.24 |
| 1990 | 453.2 | 94.0 | 78.5 | 563.8 | 23.7 | 0.1 | 2.95 | 18.00 | 49.2 | 12 | .0 | 450.0 | 1 | 18870 | 41.64 | 26950 | 59.47 |



#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **AUTOWEEK** | | | | | | | | | | | | | | | | | |
| 1991 | 272.2 | 98.2 | 98.9 | 323.5 | 36.1 | 0.3 | 1.95 | 28.00 | 72.4 | 52 | 7.2 | 275.0 | 14 | 11340 | 41.66 | 17660 | 64.88 |
| 1990 | 265.5 | 98.2 | 98.4 | 309.8 | 47.9 | 0.0 | 1.95 | 28.00 | 72.9 | 53 | 6.9 | 265.0 | 28 | 11340 | 42.71 | 17660 | 66.52 |
| **CAR AND DRIVER** | | | | | | | | | | | | | | | | | |
| 1991# | 1014.6 | 89.9 | 81.2 | 867.8 | 23.5 | 0.0 | 2.95 | 19.94 | 43.7 | 12 | .0 | 1000.0 | 0 | 39895 | 39.32 | 61410 | 60.53 |
| 1990# | 937.4 | 89.9 | 77.7 | 816.7 | 22.0 | 0.0 | 2.95 | 19.94 | 43.7 | 12 | .0 | 950.0 | 3 | 35460 | 37.83 | 54585 | 58.23 |
| 1989 | 931.2 | 90.4 | 76.5 | 599.8 | 30.3 | 0.0 | 2.95 | 19.94 | 43.7 | 12 | .0 | 900.0 | 1 | 31945 | 34.31 | 49175 | 52.81 |
| 1988 | 935.1 | 91.1 | 76.5 | 628.1 | 35.9 | 0.3 | 2.75 | 16.98 | 48.5 | 12 | .0 | 900.0 | 0 | 29855 | 31.93 | 45960 | 49.15 |
| 1987# | 909.6 | 92.4 | 75.4 | 651.4 | 36.5 | 2.0 | 2.50 | 16.98 | 43.4 | 12 | .0 | 900.0 | 2 | 27900 | 30.67 | 42955 | 47.22 |
| **CAR CRAFT** | | | | | | | | | | | | | | | | | |
| 1991 | 429.4 | 93.5 | 67.5 | 317.8 | 10.3 | 0.1 | 2.95 | 19.94 | 43.7 | 12 | 1.0 | 425.0 | 7 | 11265 | 26.23 | 18025 | 41.98 |
| 1990 | 441.4 | 92.5 | 62.8 | 335.1 | 17.2 | 0.0 | 2.75 | 17.94 | 45.6 | 12 | .0 | 425.0 | 3 | 10415 | 23.60 | 16665 | 37.75 |
| 1989 | 443.0 | 92.2 | 57.2 | 305.7 | 14.0 | 0.5 | 2.25 | 17.94 | 33.6 | 12 | .0 | 425.0 | 2 | 9775 | 22.07 | 15640 | 35.30 |
| 1988 | 409.0 | 93.2 | 56.8 | 268.4 | 16.2 | 2.8 | 2.25 | 15.94 | 41.0 | 12 | 3.9 | 400.0 | 5 | 8500 | 20.78 | 13600 | 33.25 |
| 1987 | 404.8 | 92.7 | 52.8 | 237.4 | 16.5 | 3.0 | 2.00 | 15.94 | 33.6 | 12 | .0 | 400.0 | 5 | 8100 | 20.01 | 12960 | 32.02 |
| **CARS & PARTS** | | | | | | | | | | | | | | | | | |
| 1991 | 96.1 | 90.0 | 69.4 | 74.6 | 95.6 | 4.6 | 2.50 | 20.00 | 33.3 | 12 | .0 | N.C. | N.A. | 1950 | 20.29 | 2750 | 28.62 |
| 1990 | 99.1 | 90.3 | 70.5 | 82.5 | 92.8 | 5.1 | 2.50 | 20.00 | 33.3 | 12 | .0 | N.C. | N.A. | 1650 | 16.65 | 2150 | 21.70 |
| **DUNE BUGGIES AND HOT VW'S** | | | | | | | | | | | | | | | | | |
| 1991 | 100.7 | 87.5 | 32.1 | 31.8 | 51.1 | 0.0 | 2.75 | 19.97 | 39.5 | 12 | .0 | N.C. | N.A. | 2375 | 23.58 | 3465 | 34.41 |
| 1990 | 102.0 | 88.3 | 32.8 | 32.0 | 50.0 | 0.0 | 2.75 | 19.97 | 39.5 | 12 | .0 | N.C. | N.A. | 2375 | 23.28 | 3465 | 33.97 |
| **DUPONT REGISTRY** | | | | | | | | | | | | | | | | | |
| 1991 | 45.3 | 82.6 | 24.5 | 9.5 | 83.4 | 0.0 | 4.95 | 39.95 | 32.7 | 12 | .0 | 65.0 | 12 | 3120 | 68.87 | 3900 | 86.09 |
| **EUROPEAN CAR** | | | | | | | | | | | | | | | | | |
| 1991 | 62.0 | 91.7 | 39.7 | 28.4 | 16.0 | 0.0 | 2.95 | 18.80 | 36.3 | 10 | .0 | N.C. | N.A. | 1702 | 27.45 | 2519 | 40.63 |
| 1990 | 78.2 | 86.1 | 33.1 | 35.8 | 24.7 | 0.0 | 2.95 | 11.98 | 32.3 | 6 | .0 | N.C. | N.A. | 1702 | 21.76 | 2519 | 32.21 |
| **FOUR WHEELER** | | | | | | | | | | | | | | | | | |
| 1991 | 314.0 | 91.2 | 60.7 | 252.8 | 14.7 | 0.8 | 2.95 | 17.87 | 49.5 | 12 | 7.1 | 350.0 | 12 | 7545 | 24.03 | 11910 | 37.93 |
| 1990 | 347.4 | 91.4 | 59.1 | 196.6 | 21.0 | 7.2 | 2.95 | 17.87 | 49.5 | 12 | .0 | 305.0 | 0 | 6860 | 19.75 | 10825 | 31.16 |
| 1989 | 324.6 | 90.8 | 57.6 | 137.2 | 21.5 | 7.2 | 2.95 | 17.87 | 49.5 | 12 | .0 | 305.0 | 0 | 6860 | 21.13 | 10825 | 33.35 |
| 1988# | 312.6 | 91.5 | 55.4 | 168.0 | 25.7 | 7.5 | 2.50 | 14.87 | 50.4 | 12 | .0 | 280.0 | 0 | 6190 | 19.80 | 9405 | 30.09 |
| 1987# | 266.4 | 91.8 | 52.0 | 164.3 | 41.7 | 18.1 | 2.50 | 14.87 | 50.4 | 12 | .0 | 250.0 | 0 | 5265 | 19.76 | 7995 | 30.01 |
| **HEMMINGS MOTOR NEWS** | | | | | | | | | | | | | | | | | |
| 1991 | 281.3 | 97.1 | 83.2 | 211.3 | 95.6 | 0.0 | 4.95 | 23.95 | 59.7 | 12 | .0 | N.C. | N.A. | 1144 | 4.07 | 9130 | 32.46 |

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## AUTOMOTIVE (cont.)

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **HOT ROD** | | | | | | | | | | | | | | | | | |
| 1991 | 871.9 | 93.7 | 76.2 | 643.4 | 21.1 | 4.2 | 2.95 | 19.94 | 43.7 | 12 | 19.8 | 875.0 | 7 | 22970 | 26.34 | 36750 | 42.15 |
| 1990 | 890.8 | 93.6 | 72.5 | 708.4 | 18.3 | 6.8 | 2.95 | 19.94 | 43.7 | 12 | .0 | 875.0 | 3 | 21220 | 23.82 | 33950 | 38.11 |
| 1989 | 904.7 | 93.0 | 67.0 | 678.7 | 18.0 | 8.1 | 2.75 | 19.94 | 39.6 | 12 | .0 | 850.0 | 0 | 19550 | 21.61 | 31280 | 34.57 |
| 1988 | 887.9 | 94.0 | 69.7 | 656.9 | 18.5 | 45.9 | 2.50 | 17.94 | 40.2 | 12 | .0 | 800.0 | 0 | 17000 | 19.15 | 27200 | 30.63 |
| 1987 | 853.7 | 93.4 | 67.8 | 691.1 | 18.1 | 3.8 | 2.25 | 17.94 | 33.6 | 12 | .0 | 800.0 | 0 | 16200 | 18.98 | 25920 | 30.36 |
| **LOW RIDER MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 108.9 | 98.3 | 4.8 | 5.3 | 100.0 | 0.0 | 3.50 | 31.00 | 19.5 | 11 | .0 | 155.0 | 11 | 1320 | 12.12 | 1870 | 17.17 |
| 1990 | 134.8 | 94.2 | 3.2 | 4.1 | 100.0 | 0.0 | 3.50 | 28.00 | 33.3- | 6 | .0 | 106.0 | 1 | 1200 | 8.90 | 1700 | 12.61 |
| **MOTOR TREND** | | | | | | | | | | | | | | | | | |
| 1991 | 870.2 | 94.0 | 79.6 | 602.4 | 18.9 | 0.0 | 2.95 | 19.94 | 43.7 | 12 | .0 | 850.0 | 2 | 29500 | 33.90 | 49560 | 56.95 |
| 1990 | 867.9 | 94.1 | 76.1 | 779.9 | 14.5 | 0.0 | 2.95 | 19.94 | 43.7 | 12 | .0 | 800.0 | 1 | 6250 | 7.20 | 10000 | 11.52 |
| 1989 | 792.3 | 92.8 | 71.6 | 648.3 | 21.0 | 0.3 | 3.50 | 19.94 | 52.5 | 12 | .0 | 750.0 | 1 | 22625 | 28.56 | 37800 | 47.71 |
| 1988 | 784.3 | 93.5 | 72.5 | 584.3 | 20.5 | 1.7 | 2.75 | 19.94 | 39.6 | 12 | 38.6 | 750.0 | 1 | 21560 | 27.49 | 34495 | 43.98 |
| 1987 | 747.4 | 93.9 | 73.6 | 443.0 | 22.2 | 6.4 | 2.50 | 18.94 | 36.9 | 12 | 23.9 | 750.0 | 6 | 20435 | 27.34 | 32695 | 43.74 |
| **MUSTANG & FORDS** | | | | | | | | | | | | | | | | | |
| 1991 | 114.6 | 87.1 | 41.1 | 38.2 | 43.8 | 0.0 | 3.50 | 15.95 | 24.0 | 6 | .0 | N.C. | N.A. | 2868 | 25.03 | 3900 | 34.03 |
| 1990 | 129.2 | 88.5 | 42.1 | 47.6 | 31.1 | 0.0 | 2.95 | 13.95 | 57.6- | 3 | .0 | N.C. | N.A. | 2230 | 17.26 | 3570 | 27.63 |
| **OFF-ROAD** | | | | | | | | | | | | | | | | | |
| 1991 | 89.0 | 86.8 | 43.9 | 31.9 | 28.0 | 6.6 | 2.75 | 14.98 | 54.6 | 12 | .0 | N.C. | N.A. | 1725 | 19.38 | 2553 | 28.69 |
| 1990 | 88.1 | 86.8 | 38.9 | 44.4 | 9.8 | 0.0 | 2.75 | 14.98 | 54.6 | 12 | .0 | N.C. | N.A. | 1725 | 19.58 | 2553 | 28.98 |
| **OPEN WHEEL** | | | | | | | | | | | | | | | | | |
| 1991 | 56.1 | 92.4 | 61.5 | 28.2 | 14.5 | 1.7 | 2.95 | 21.95 | 38.0 | 12 | .0 | 50.0 | 0 | 1300 | 23.17 | 2100 | 37.43 |
| 1990 | 54.9 | 95.3 | 64.1 | 28.5 | 43.2 | 0.5 | 2.95 | 24.95 | 29.5 | 12 | .0 | 50.0 | 0 | 1155 | 21.04 | 1890 | 34.43 |
| **PETERSEN'S CIRCLE TRACK** | | | | | | | | | | | | | | | | | |
| 1991 | 125.5 | 95.2 | 69.6 | 87.2 | 15.8 | 1.2 | 3.50 | 23.95 | 43.0 | 12 | .0 | 115.0 | 0 | 2845 | 22.67 | 4725 | 37.65 |
| 1990 | 118.0 | 95.1 | 68.6 | 92.4 | 24.4 | 0.3 | 3.25 | 21.95 | 43.7 | 12 | .0 | 110.0 | 0 | 2555 | 21.65 | 4245 | 35.97 |
| **PETERSEN'S 4 WHEEL** | | | | | | | | | | | | | | | | | |
| 1991 | 321.4 | 92.4 | 66.0 | 188.8 | 12.6 | 3.8 | 3.25 | 19.94 | 48.9 | 12 | 13.7 | 335.0 | 9 | 8210 | 25.54 | 13135 | 40.87 |
| 1990 | 349.9 | 93.3 | 62.4 | 226.6 | 12.3 | 4.4 | 2.95 | 19.94 | 43.7 | 12 | .0 | 325.0 | 0 | 7475 | 21.36 | 11960 | 34.18 |
| **PETERSEN'S SPORT TRUCK** | | | | | | | | | | | | | | | | | |
| 1991 | 139.0 | 92.6 | 67.2 | 128.1 | 8.8 | 0.0 | 2.95 | 17.94 | 49.3 | 12 | .0 | 125.0 | 3 | 3660 | 26.33 | 6405 | 46.08 |
| 1990 | 88.0 | 87.4 | 54.6 | 111.4 | 7.8 | 0.0 | 2.95 | 17.94 | 1.4- | 6 | .0 | 90.0 | 8 | 2635 | 29.94 | 4610 | 52.39 |
| **POPULAR HOT RODDING** | | | | | | | | | | | | | | | | | |
| 1991 | 206.5 | 91.1 | 42.7 | 89.7 | 11.5 | 0.0 | 2.50 | 16.94 | 43.5 | 12 | .0 | N.C. | N.A. | 5123 | 24.81 | 8197 | 39.69 |
| 1990 | 222.4 | 90.3 | 37.8 | 90.6 | 13.2 | 0.0 | 2.50 | 16.94 | 43.5 | 12 | 1.1 | N.C. | N.A. | 5123 | 23.04 | 8197 | 36.86 |



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| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **AUTOMOTIVE (cont.)** | | | | | | | | | | | | | | | | | |
| **ROAD & TRACK** | | | | | | | | | | | | | | | | | |
| 1991 | 738.1 | 87.4 | 75.4 | 656.4 | 16.0 | 0.0 | 2.95 | 19.94 | 43.7 | 12 | .0 | 725.0 | 2 | 29025 | 39.32 | 45585 | 61.76 |
| 1990# | 712.1 | 88.4 | 73.7 | 659.8 | 16.4 | 0.0 | 2.95 | 19.94 | 43.7 | 12 | 5.6 | 725.0 | 4 | 26875 | 37.74 | 42210 | 59.28 |
| 1989 | 704.4 | 88.0 | 70.2 | 487.4 | 22.6 | 0.0 | 2.95 | 19.94 | 43.7 | 12 | 30.6 | 700.0 | 2 | 24320 | 34.53 | 38200 | 54.23 |
| 1988 | 703.5 | 86.9 | 68.6 | 426.6 | 21.6 | 0.1 | 2.75 | 19.94 | 39.6 | 12 | 22.7 | 700.0 | 3 | 22730 | 32.31 | 35705 | 50.75 |
| 1987 | 677.0 | 87.9 | 66.0 | 386.6 | 19.6 | 1.4 | 2.50 | 19.94 | 33.5 | 12 | .0 | 700.0 | 7 | 21245 | 31.38 | 33370 | 49.29 |
| **SPORTS CAR INTERNATIONAL** | | | | | | | | | | | | | | | | | |
| 1991 | 59.3 | 82.1 | 35.0 | 14.5 | 99.3 | 0.0 | 3.00 | 17.95 | 0.3 | 6 | .0 | N.C. | N.A. | 2812 | 47.42 | 4500 | 75.89 |
| 1990 | 65.2 | 85.5 | 36.9 | 36.4 | 24.1 | 0.0 | 3.00 | 17.95 | 0.3 | 6 | .0 | N.C. | N.A. | 2812 | 43.13 | 4500 | 69.02 |
| **SPORTSCAR** | | | | | | | | | | | | | | | | | |
| 1991 | 40.6 | 99.4 | 100.0 | 50.5 | | 0.0 | 2.95 | 19.00 | 46.3 | 12 | 1.5 | N.C. | N.A. | 2360 | 58.13 | 3320 | 81.77 |
| **STOCK CAR RACING** | | | | | | | | | | | | | | | | | |
| 1991 | 147.6 | 93.4 | 61.9 | 129.6 | 7.9 | 1.4 | 2.95 | 18.95 | 46.5 | 12 | .0 | 120.0 | 0 | 2500 | 16.94 | 4050 | 27.44 |
| 1990 | 114.0 | 95.2 | 63.2 | 75.7 | 33.6 | 2.4 | 2.95 | 18.95 | 46.5 | 12 | .0 | 105.0 | 1 | 2300 | 20.18 | 3680 | 32.28 |
| 1989 | 103.0 | 94.9 | 58.8 | 56.0 | 30.2 | 3.4 | 2.95 | 18.95 | 46.5 | 12 | .0 | 90.0 | 0 | 2000 | 19.42 | 3200 | 31.07 |
| 1988 | 94.8 | 94.7 | 55.0 | 62.6 | 38.0 | 19.0 | 2.95 | 18.95 | 46.5 | 12 | .0 | 80.0 | 0 | 2000 | 21.10 | 3200 | 33.76 |
| 1987 | 81.3 | 94.2 | 51.2 | 38.5 | 32.4 | 4.7 | 2.75 | 18.95 | 42.6 | 12 | .0 | 80.0 | 3 | 1750 | 21.53 | 2800 | 34.44 |
| **STREET RODDER** | | | | | | | | | | | | | | | | | |
| 1991 | 116.0 | 90.4 | 37.9 | 34.7 | 37.7 | 0.0 | 3.25 | 23.95 | 38.6 | 12 | .0 | N.C. | N.A. | 2430 | 20.95 | 3330 | 28.71 |
| 1990 | 117.0 | 92.7 | 36.7 | 37.3 | 38.9 | 0.0 | 2.95 | 22.95 | 29.7- | 6 | .0 | N.C. | N.A. | 2335 | 19.96 | 3185 | 27.22 |
| **SUPER CHEVY** | | | | | | | | | | | | | | | | | |
| 1991 | 167.7 | 92.5 | 57.1 | 85.2 | 10.8 | 0.0 | 2.75 | 16.94 | 48.7 | 12 | .0 | N.C. | N.A. | 2610 | 15.56 | 3862 | 23.03 |
| 1990 | 166.3 | 92.3 | 55.6 | 97.1 | 17.2 | 0.0 | 2.75 | 16.94 | 48.7 | 12 | .0 | N.C. | N.A. | 2610 | 15.69 | 3862 | 23.22 |
| **SUPER STOCK AND DRAG ILLUSTRATED** | | | | | | | | | | | | | | | | | |
| 1991 | 48.3 | 87.7 | 43.0 | 14.9 | 11.5 | 0.8 | 2.95 | 17.95 | 49.3 | 12 | .0 | 50.0 | 9 | 1425 | 29.50 | 2300 | 47.62 |
| 1990 | 46.3 | 92.1 | 46.4 | 16.3 | 37.4 | 0.3 | 2.95 | 17.95 | 49.3 | 12 | .0 | 50.0 | 11 | 1310 | 28.29 | 2100 | 45.36 |
| **TRUCKIN'** | | | | | | | | | | | | | | | | | |
| 1991 | 201.3 | 91.9 | 15.1 | 33.8 | 68.7 | 0.0 | 3.25 | 23.95 | 38.6 | 12 | .0 | N.C. | N.A. | 3860 | 19.18 | 5330 | 26.48 |
| 1990 | 204.7 | 93.3 | 14.3 | 37.7 | 67.0 | 0.0 | 2.95 | 22.95 | 35.2 | 12 | .0 | N.C. | N.A. | 3405 | 16.63 | 4720 | 23.06 |
| **AVIATION** | | | | | | | | | | | | | | | | | |
| **THE AOPA PILOT** | | | | | | | | | | | | | | | | | |
| 1991 | 296.2 | 95.6 | 100.0 | 302.2 | 0.1 | 0.0 | 2.00 | 21.00 | 12.5 | 12 | .8 | N.C. | N.A. | 8670 | 29.27 | 13605 | 45.93 |
| 1990 | 297.4 | 95.7 | 100.0 | 300.7 | 0.1 | 0.0 | 2.00 | 18.00 | 25.0 | 12 | .4 | N.C. | N.A. | 8256 | 27.76 | 12955 | 43.56 |
| **CAREER PILOT** | | | | | | | | | | | | | | | | | |
| 1991 | 15.5 | 95.3 | 99.8 | 13.4 | 8.0 | 0.0 | 5.00 | 39.00 | 35.0 | 12 | .0 | N.C. | N.A. | 2295 | 148.06 | 3440 | 221.94 |
| 1990 | 18.6 | 95.5 | 99.9 | 15.8 | 8.1 | 0.0 | 5.00 | 36.00 | 40.0 | 12 | .9 | N.C. | N.A. | 2295 | 123.39 | 3440 | 184.95 |

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| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **AVIATION (cont.)** | | | | | | | | | | | | | | | | | |
| **FLYING** | | | | | | | | | | | | | | | | | |
| 1991 | 322.1 | 88.9 | 81.8 | 262.8 | 22.6 | 0.0 | 2.95 | 21.94 | 38.0 | 12 | 2.0 | N.C. | N.A. | 12560 | 38.99 | 18850 | 58.52 |
| 1990 | 324.8 | 89.7 | 80.1 | 267.4 | 21.6 | 2.0 | 2.95 | 21.94 | 38.0 | 12 | 8.0 | N.C. | N.A. | 12560 | 38.67 | 18850 | 58.04 |
| **KITPLANES** | | | | | | | | | | | | | | | | | |
| 1991 | 64.1 | 86.6 | 62.2 | 36.9 | 56.9 | 0.0 | 3.50 | 25.97 | 38.2 | 12 | .0 | N.C. | N.A. | 2700 | 42.12 | 3600 | 56.16 |
| **PLANE & PILOT** | | | | | | | | | | | | | | | | | |
| 1991 | 123.1 | 90.6 | 82.5 | 114.6 | 18.7 | 4.3 | 2.95 | 16.95 | 52.1 | 12 | .0 | N.C. | N.A. | 4270 | 34.69 | 6350 | 51.58 |
| 1990 | 108.4 | 90.4 | 78.4 | 132.6 | 17.2 | 4.8 | 2.95 | 16.95 | 52.1 | 12 | .1 | N.C. | N.A. | 4270 | 39.39 | 6350 | 58.58 |
| **PRIVATE PILOT** | | | | | | | | | | | | | | | | | |
| 1991 | 87.1 | 91.8 | 74.5 | 45.4 | 52.5 | 0.0 | 2.95 | 21.97 | 37.9 | 12 | .0 | N.C. | N.A. | 4500 | 51.66 | 6700 | 76.92 |
| 1990 | 94.3 | 91.5 | 73.9 | 45.1 | 57.4 | 0.0 | 2.95 | 21.97 | 37.9 | 12 | .0 | N.C. | N.A. | 4500 | 47.72 | 6700 | 71.05 |
| **TRADE-A-PLANE** | | | | | | | | | | | | | | | | | |
| 1991 | 59.6 | 94.9 | 92.9 | 91.3 | 72.0 | 0.0 | 3.00 | 38.00 | 64.8 | 36 | .0 | N.C. | N.A. | 3838 | 64.40 | 5373 | 90.15 |
| 1990 | 63.3 | 95.2 | 93.8 | 93.2 | 71.5 | 0.0 | 3.00 | 30.00 | 72.2 | 36 | 24.0 | N.C. | N.A. | 3599 | 56.86 | 5398 | 85.28 |
| **BOATING & YACHTING** | | | | | | | | | | | | | | | | | |
| **BOATING** | | | | | | | | | | | | | | | | | |
| 1991 | 189.3 | 92.4 | 82.6 | 170.6 | 25.3 | 1.2 | 3.50 | 24.00 | 42.9 | 12 | .0 | N.C. | N.A. | 11845 | 62.57 | 17095 | 90.31 |
| 1990 | 187.4 | 92.2 | 79.6 | 126.3 | 31.8 | 7.3 | 3.50 | 24.00 | 42.9 | 12 | .0 | N.C. | N.A. | 11020 | 58.80 | 15900 | 84.85 |
| **CRUISING WORLD** | | | | | | | | | | | | | | | | | |
| 1991 | 146.1 | 87.1 | 83.8 | 102.6 | 32.2 | 0.0 | 2.95 | 23.94 | 32.4 | 12 | .0 | 143.0 | 1 | 6665 | 45.62 | 12545 | 85.87 |
| 1990 | 135.3 | 86.8 | 81.1 | 108.6 | 69.6 | 0.0 | 2.95 | 19.95 | 43.6 | 12 | 2.6 | 135.0 | 5 | 6665 | 49.26 | 9705 | 71.73 |
| **LAKELAND BOATING** | | | | | | | | | | | | | | | | | |
| 1991 | 39.0 | 96.1 | 91.5 | 26.4 | 29.2 | 0.0 | 2.95 | 15.94 | 50.9 | 11 | 3.4 | N.C. | N.A. | 2760 | 70.77 | 8700 | 223.08 |
| 1990 | 41.4 | 96.3 | 90.1 | 33.0 | 6.8 | 0.1 | 2.50 | 15.94 | 42.0 | 11 | 2.9 | N.C. | N.A. | 2630 | 63.53 | 4150 | 100.24 |
| **MOTOR BOATING & SAILING** | | | | | | | | | | | | | | | | | |
| 1991 | 137.0 | 95.7 | 84.5 | 121.9 | 23.3 | 0.3 | 3.00 | 15.97 | 55.6 | 12 | .0 | N.C. | N.A. | 7760 | 56.64 | 11930 | 87.08 |
| 1990 | 136.0 | 94.9 | 80.8 | 112.7 | 27.2 | 0.1 | 3.00 | 15.97 | 55.6 | 12 | .0 | N.C. | N.A. | 6990 | 51.40 | 10750 | 79.04 |
| **NATIONAL FISHERMAN** | | | | | | | | | | | | | | | | | |
| 1991 | 45.1 | 86.0 | 81.8 | 38.3 | 57.0 | 0.0 | 2.50 | 22.95 | 29.4 | 13 | .8 | N.C. | N.A. | 3510 | 77.83 | 4680 | 103.77 |
| 1990 | 48.4 | 85.1 | 81.0 | 33.9 | 58.9 | 0.0 | 2.50 | 22.95 | 29.4 | 13 | .6 | N.C. | N.A. | 3310 | 68.39 | N.A. | |
| **SAIL** | | | | | | | | | | | | | | | | | |
| 1991 | 177.3 | 91.1 | 78.5 | 153.3 | 23.7 | 0.0 | 2.50 | 19.95 | 33.5 | 12 | 2.8 | 170.0 | 0 | 9065 | 51.13 | 12955 | 73.07 |
| 1990 | 165.5 | 92.6 | 73.4 | 118.3 | 38.3 | 11.6 | 2.50 | 19.95 | 33.5 | 12 | 4.0 | N.C. | N.A. | 8635 | 52.18 | 12340 | 74.56 |



#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **BOATING & YACHTING (cont.)** | | | | | | | | | | | | | | | | | |
| **SAILING WORLD** | | | | | | | | | | | | | | | | | |
| 1991 | 64.6 | 91.8 | 87.3 | 39.2 | 35.7 | 0.2 | 2.50 | 23.94 | 20.2 | 12 | .0 | 61.0 | .0 | 3780 | 58.51 | 5225 | 80.88 |
| 1990 | 57.5 | 91.9 | 85.1 | 53.1 | 34.3 | 0.0 | 2.50 | 21.75 | 27.5 | 12 | 4.0 | 57.0 | 6 | 3780 | 65.74 | 12545 | 218.17 |
| **SALT WATER SPORTSMAN** | | | | | | | | | | | | | | | | | |
| 1991 | 142.3 | 95.4 | 83.0 | 106.4 | 54.8 | 21.2 | 2.95 | 19.95 | 43.6 | 12 | 4.3 | 140.0 | 0 | 5875 | 41.29 | 8785 | 61.74 |
| 1990 | 143.0 | 95.9 | 82.2 | 106.8 | 52.3 | 17.4 | 2.95 | 19.95 | 43.6 | 12 | 6.0 | 140.0 | 0 | 5875 | 41.08 | 8785 | 61.43 |
| 1989# | 137.8 | 95.6 | 81.8 | 100.7 | 49.4 | 31.9 | 2.95 | 19.95 | 43.6 | 12 | 9.4 | 134.0 | 0 | 5540 | 40.20 | 8285 | 60.12 |
| 1988 | 135.1 | 96.1 | 81.1 | 98.0 | 55.4 | 23.0 | 2.95 | 19.95 | 43.6 | 12 | 9.6 | 134.0 | 2 | 4880 | 36.12 | 7300 | 54.03 |
| 1987# | 127.7 | 95.9 | 80.0 | 90.8 | 70.9 | 23.5 | 2.50 | 19.95 | 33.5 | 12 | 9.7 | 134.0 | 3 | 4205 | 32.93 | 6295 | 49.30 |
| **TRAILER BOATS** | | | | | | | | | | | | | | | | | |
| 1991 | 84.7 | 95.1 | 77.4 | 56.4 | 4.6 | 3.7 | 2.95 | 21.97 | 32.3 | 11 | 8.1 | 80.0 | 2 | 4005 | 47.28 | 6260 | 73.91 |
| 1990 | 80.9 | 95.8 | 74.8 | 57.5 | 0.4 | 7.7 | 2.95 | 19.97 | 38.5 | 11 | 5.2 | 80.0 | 3 | 3575 | 44.19 | 5590 | 69.10 |
| **WOODENBOAT** | | | | | | | | | | | | | | | | | |
| 1991 | 106.1 | 78.8 | 57.1 | 56.8 | 80.4 | 1.7 | 4.50 | 22.95 | 15.0 | 6 | .0 | N.C. | N.A. | 3830 | 36.10 | 4910 | 46.28 |
| 1990 | 106.4 | 78.6 | 57.8 | 58.9 | 71.5 | 0.0 | 4.50 | 22.95 | 70.0- | 3 | .0 | N.C. | N.A. | 3595 | 33.79 | 4910 | 46.15 |
| **YACHTING** | | | | | | | | | | | | | | | | | |
| 1991 | 132.6 | 90.4 | 80.8 | 60.2 | 19.3 | 29.2 | 3.00 | 19.98 | 44.5 | 12 | 3.5 | N.C. | N.A. | 8600 | 64.86 | 12635 | 95.29 |
| 1990 | 132.4 | 91.0 | 76.9 | 91.1 | 50.4 | 18.6 | 3.00 | 19.98 | 44.5 | 12 | 5.1 | N.C. | N.A. | 8035 | 60.69 | 11805 | 89.16 |
| 1989 | 133.1 | 89.6 | 73.5 | 97.7 | 12.0 | 22.2 | 3.00 | 19.98 | 44.5 | 12 | 4.7 | N.C. | N.A. | 7580 | 56.95 | 11135 | 83.66 |
| 1988 | 132.7 | 89.1 | 69.9 | 73.4 | 17.9 | 33.2 | 2.50 | 19.98 | 33.4 | 12 | .0 | N.C. | N.A. | 7220 | 54.41 | 10605 | 79.92 |
| 1987 | 133.4 | 89.1 | 70.2 | 82.0 | 26.4 | 33.0 | 2.50 | 19.98 | 33.4 | 12 | .0 | N.C. | N.A. | 6875 | 51.54 | 10100 | 75.71 |
| **BRIDES, BRIDAL** | | | | | | | | | | | | | | | | | |
| **BRIDAL GUIDE** | | | | | | | | | | | | | | | | | |
| 1991 | 202.2 | 89.4 | 1.3 | 4.7 | 100.0 | 0.0 | 4.95 | 18.95 | 36.2 | 6 | .0 | N.C. | N.A. | 9565 | 47.30 | 11995 | 59.32 |
| 1990 | 222.7 | 90.8 | 1.2 | 5.2 | 100.0 | 0.0 | 4.50 | 18.95 | 29.8 | 6 | .0 | N.C. | N.A. | 6930 | 31.12 | 8690 | 39.02 |
| **BRIDE'S AND YOUR NEW HOME** | | | | | | | | | | | | | | | | | |
| 1991 | 345.8 | 89.5 | 18.3 | 65.1 | 10.4 | 0.0 | 4.95 | 18.00 | 39.4 | 6 | .0 | N.C. | N.A. | 23100 | 66.80 | 28760 | 83.17 |
| 1990 | 374.6 | 89.3 | 13.6 | 76.9 | 10.9 | 0.0 | 5.00 | 18.00 | 40.0 | 6 | .0 | N.C. | N.A. | 21290 | 56.83 | 26500 | 70.74 |
| 1989 | 420.2 | 89.9 | 9.4 | 53.9 | 56.4 | 0.0 | 5.00 | 18.00 | 40.0 | 6 | .0 | N.C. | N.A. | 19710 | 46.91 | 24530 | 58.38 |
| 1988 | 423.0 | 90.0 | 10.1 | 46.7 | 71.5 | 0.0 | 4.00 | 18.00 | 25.0 | 6 | .0 | N.C. | N.A. | 18080 | 42.74 | 22500 | 53.19 |
| 1987 | 403.5 | 90.2 | 12.5 | 56.7 | 75.8 | 0.0 | 4.00 | 15.00 | 37.5 | 6 | .0 | N.C. | N.A. | 17050 | 42.26 | 21220 | 52.59 |
| **MODERN BRIDE** | | | | | | | | | | | | | | | | | |
| 1991 | 355.5 | 89.5 | 17.1 | 97.0 | 9.5 | 0.0 | 4.95 | 17.97 | 39.5 | 6 | 5.0 | N.C. | N.A. | 21490 | 60.45 | 26860 | 75.56 |
| 1990 | 293.9 | 88.0 | 9.4 | 43.1 | 27.4 | 0.0 | 5.00 | 17.97 | 40.1 | 6 | 2.0 | N.C. | N.A. | 19300 | 65.67 | 24130 | 82.10 |
| 1989 | 360.7 | 89.2 | 7.1 | 41.6 | 27.6 | 0.0 | 5.00 | 25.00 | 16.7 | 6 | .0 | N.C. | N.A. | 18040 | 50.01 | 22550 | 62.52 |
| 1988 | 370.0 | 90.7 | 8.6 | 40.2 | 19.1 | 0.0 | 4.00 | 18.98 | 20.9 | 6 | .0 | N.C. | N.A. | 16700 | 45.14 | 20875 | 56.42 |
| 1987 | 354.0 | 90.6 | 11.2 | 47.2 | 14.2 | 0.0 | 4.00 | 18.98 | 20.9 | 6 | .0 | N.C. | N.A. | 15755 | 44.51 | 19695 | 55.64 |

#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **BUSINESS & FINANCE** | | | | | | | | | | | | | | | | | |
| **AMERICAN DEMOGRAPHICS** | | | | | | | | | | | | | | | | | |
| 1991 | 34.6 | 98.6 | 96.9 | 67.6 | 82.9 | 0.0 | 5.00 | 58.00 | 3.3 | 12 | .0 | N.C. | N.A. | 3870 | 111.85 | 4870 | 140.75 |
| 1990 | 33.4 | 98.4 | 97.0 | 56.4 | 85.2 | 0.0 | 5.00 | 58.00 | 3.3 | 12 | .0 | N.C. | N.A. | 3870 | 115.87 | 4870 | 145.81 |
| **BARRON'S NATIONAL BUSINESS AND FINANCIAL WEEKLY** | | | | | | | | | | | | | | | | | |
| 1991 | 235.6 | 96.1 | 53.8 | 146.2 | 39.6 | 3.5 | 2.50 | 109.00 | 16.2 | 52 | 2.8 | N.C. | N.A. | 15488 | 65.74 | N.A. | |
| 1990 | 246.0 | 96.1 | 51.8 | 142.3 | 50.2 | 2.8 | 2.50 | 99.00 | 25.3 | 53 | 4.4 | N.C. | N.A. | 14778 | 60.07 | 19545 | 79.45 |
| **BLACK ENTERPRISE** | | | | | | | | | | | | | | | | | |
| 1991 | 255.1 | 98.3 | 94.3 | 204.9 | 4.4 | 18.7 | 1.95 | 19.95 | 14.7 | 12 | 19.7 | 230.0 | 0 | 11175 | 43.81 | 14890 | 58.37 |
| 1990 | 253.4 | 98.4 | 94.2 | 191.9 | 17.1 | 7.4 | 1.95 | 19.95 | 14.7 | 12 | 22.3 | 230.0 | 0 | 9975 | 39.36 | 13295 | 52.47 |
| 1989 | 232.1 | 98.4 | 93.8 | 265.7 | 14.4 | 14.8 | 1.95 | 15.00 | 57.3 | 18 | 19.5 | 230.0 | 2 | 9320 | 40.16 | 12425 | 53.53 |
| 1988 | 233.5 | 98.6 | 94.2 | 144.5 | 21.7 | 0.0 | 1.95 | 15.00 | 35.9 | 12 | 25.6 | 230.0 | 3 | 9080 | 38.89 | 11610 | 49.72 |
| 1987 | 239.1 | 98.5 | 94.8 | 205.0 | 15.5 | 0.0 | 1.95 | 15.00 | 35.9 | 12 | 23.9 | 230.0 | 1 | 9080 | 37.98 | 11610 | 48.56 |
| **BUSINESS WEEK (WORLD WIDE)** | | | | | | | | | | | | | | | | | |
| 1991 | 1005.7 | 84.5 | 94.3 | 833.3 | 44.9 | 16.8 | 2.50 | 44.95 | 64.7 | 51 | 19.1 | 980.0 | 3 | 48985 | 48.71 | 74460 | 74.04 |
| 1990# | 1010.2 | 84.8 | 94.2 | 909.3 | 43.7 | 20.0 | 2.00 | 39.95 | 61.6 | 52 | 5.2 | 980.0 | 3 | 45205 | 44.75 | 58775 | 58.18 |
| 1989 | 997.6 | 86.8 | 94.5 | 838.2 | 43.0 | 24.4 | 2.00 | 39.95 | 60.8 | 51 | 23.3 | 970.0 | 3 | 41895 | 42.00 | 63680 | 63.83 |
| 1988# | 981.6 | 87.3 | 94.6 | 863.5 | 48.0 | 26.8 | 2.00 | 39.95 | 60.8 | 51 | 19.9 | 962.0 | 1 | 38965 | 39.70 | 59230 | 60.34 |
| 1987# | 952.3 | 86.3 | 94.3 | 874.1 | 47.9 | 24.8 | 2.00 | 39.95 | 60.8 | 51 | 9.8 | 902.0 | 0 | 35150 | 36.91 | 53430 | 56.11 |
| **THE CHRONICLE OF PHILANTHROPY** | | | | | | | | | | | | | | | | | |
| 1991 | 23.9 | 98.2 | 100.0 | 35.4 | 94.7 | 0.5 | 2.75 | 57.50 | 12.9 | 24 | 1.6 | N.C. | N.A. | 2145 | 89.75 | 3020 | 126.36 |
| 1990 | 20.9 | 98.4 | 100.0 | 32.6 | 86.1 | 21.7 | 2.75 | 57.50 | 90.1- | 11 | 1.4 | N.C. | N.A. | 1950 | 93.30 | 2145 | 102.63 |
| **THE ECONOMIST (NORTH AMERICAN EDITION)** | | | | | | | | | | | | | | | | | |
| 1991 | 214.0 | 85.0 | 91.8 | 311.2 | 31.3 | 0.0 | 3.50 | 110.00 | 38.4 | 51 | .0 | 213.1 | 12 | 8500 | 39.72 | 11720 | 54.77 |
| 1990 | 189.8 | 84.5 | 91.5 | 294.7 | 30.8 | 0.0 | 3.00 | 98.00 | 35.9 | 51 | .0 | 181.5 | 0 | 7460 | 39.30 | 10290 | 54.21 |
| 1989 | 163.9 | 83.4 | 92.2 | 254.0 | 27.0 | 0.0 | 3.00 | 98.00 | 35.9 | 51 | .0 | 161.2 | 0 | 6500 | 39.66 | 7800 | 47.59 |
| 1988# | 144.6 | 81.2 | 91.7 | 210.7 | 21.2 | 0.1 | 3.00 | 98.00 | 35.9 | 51 | .0 | 140.0 | 3 | 5800 | 40.11 | 7000 | 48.41 |
| 1987# | 128.7 | 83.2 | 91.7 | 198.6 | 28.9 | 0.5 | 3.00 | 98.00 | 37.2 | 52 | .0 | 125.4 | 0 | 5350 | 41.57 | 6300 | 49.00 |
| **ENTREPRENEUR MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 341.5 | 93.3 | 72.0 | 261.6 | 59.9 | 29.4 | 3.00 | 19.97 | 44.5 | 12 | 41.1 | 340.0 | 4 | 13625 | 39.90 | 18160 | 53.18 |
| 1990 | 329.2 | 93.9 | 70.8 | 284.8 | 73.6 | 29.6 | 3.00 | 19.97 | 44.5 | 12 | 9.1 | 325.0 | 4 | 12500 | 37.97 | 16660 | 50.61 |
| 1989 | 310.6 | 93.2 | 69.7 | 195.0 | 63.7 | 39.0 | 2.95 | 19.97 | 43.6 | 12 | .0 | 300.0 | 0 | 10500 | 33.81 | 14000 | 45.07 |
| 1988 | 255.8 | 93.3 | 66.8 | 237.8 | 44.5 | 70.2 | 2.95 | 19.97 | 43.6 | 12 | .0 | 250.0 | 0 | 8800 | 34.40 | 11000 | 43.00 |
| 1987 | 178.8 | 94.3 | 62.9 | 163.9 | 37.9 | 28.4 | 2.95 | 17.97 | 49.2 | 12 | .0 | 185.0 | 1 | 6050 | 33.84 | 6700 | 37.47 |
| **FINANCIAL WORLD** | | | | | | | | | | | | | | | | | |
| 1991 | 506.6 | 98.7 | 99.4 | 308.8 | 26.6 | 3.3 | 3.00 | 37.50 | 50.0 | 25 | 11.4 | 500.0 | 0 | 22885 | 45.17 | 34330 | 67.77 |
| 1990 | 502.2 | 98.0 | 99.2 | 481.7 | 6.9 | 0.4 | 3.00 | 39.00 | 50.0 | 26 | 17.5 | 485.0 | 1 | 19995 | 39.81 | 29995 | 59.73 |
| 1989 | 421.1 | 98.3 | 99.0 | 535.0 | 8.6 | 0.3 | 3.00 | 39.00 | 50.0 | 26 | 25.3 | 425.0 | 0 | 17600 | 41.80 | 26400 | 62.69 |
| 1988 | 291.3 | 98.5 | 98.6 | 543.7 | 14.7 | 1.2 | 3.00 | 39.00 | 51.9 | 27 | 27.9 | 275.0 | 4 | 12455 | 42.76 | 18685 | 64.14 |
| 1987# | 219.8 | 98.5 | 97.5 | 437.4 | 9.1 | 0.0 | 3.00 | 44.95 | 42.4 | 26 | 19.8 | 220.0 | 3 | 10555 | 48.02 | 15835 | 72.04 |



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## BUSINESS & FINANCE (cont.)

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **FORBES** | | | | | | | | | | | | | | | | | |
| 1991 | 739.3 | 97.1 | 95.2 | 746.7 | 36.0 | 35.3 | 4.00 | 52.00 | 50.0 | 26 | .0 | 735.0 | 0 | 31710 | 42.89 | 48200 | 65.20 |
| 1990 | 743.0 | 97.0 | 94.9 | 649.4 | 49.5 | 35.3 | 4.00 | 52.00 | 51.9 | 27 | .0 | 735.0 | 0 | 29970 | 40.34 | 45550 | 61.31 |
| 1989 | 741.7 | 96.9 | 95.0 | 696.2 | 44.2 | 34.1 | 3.75 | 48.00 | 50.8 | 26 | .0 | 735.0 | 0 | 28170 | 37.98 | 42820 | 57.73 |
| 1988 | 740.4 | 97.0 | 95.2 | 726.3 | 61.2 | 36.4 | 3.75 | 48.00 | 54.3 | 28 | .0 | 735.0 | 0 | 28170 | 38.05 | 42820 | 57.83 |
| 1987 | 734.4 | 97.0 | 94.8 | 642.7 | 69.7 | 25.9 | 3.50 | 45.00 | 54.1 | 28 | .0 | 720.0 | 0 | 24930 | 33.95 | 37890 | 51.59 |
| **FORTUNE (WORLDWIDE)** | | | | | | | | | | | | | | | | | |
| 1991 | 803.8 | 78.3 | 94.1 | 907.4 | 39.8 | 32.3 | 3.95 | 49.95 | 53.2 | 27 | 1.7 | 780.0 | 0 | 38550 | 47.96 | 58980 | 73.38 |
| 1990# | 793.7 | 79.0 | 94.0 | 940.4 | 46.4 | 34.2 | 3.95 | 49.95 | 54.8 | 28 | 2.1 | 765.0 | 0 | 35690 | 44.97 | 54610 | 68.80 |
| 1989 | 782.0 | 80.3 | 93.3 | 848.9 | 57.0 | 40.3 | 3.50 | 47.79 | 28.9 | 27 | 7.0 | 755.0 | 0 | 33200 | 42.46 | 50800 | 64.96 |
| 1988 | 768.8 | 80.6 | 93.7 | 943.6 | 69.5 | 47.0 | 3.50 | 47.79 | 49.4 | 27 | 12.0 | 755.0 | 2 | 31180 | 40.56 | 47700 | 62.05 |
| 1987 | 770.1 | 80.4 | 93.6 | 859.4 | 78.3 | 43.0 | 3.50 | 44.50 | 52.9 | 27 | 5.5 | 750.0 | 0 | 29440 | 38.23 | 45040 | 58.49 |
| **FREQUENT FLYER MAGAZINE-PART II OF THE POCKET FLIGHT GUIDES** | | | | | | | | | | | | | | | | | |
| 1991 | 292.1 | 97.5 | 100.0 | 311.7 | 93.6 | 0.0 | 0.00 | 77.00 | 0.0 | 12 | 11.1 | 320.0 | 0 | 14500 | 49.64 | 19300 | 66.07 |
| 1990 | 320.9 | 97.4 | 100.0 | 359.9 | 91.3 | 1.2 | 0.00 | 77.00 | 0.0 | 12 | 12.2 | 325.0 | 0 | 13345 | 41.59 | 17800 | 55.47 |
| **HARVARD BUSINESS REVIEW** | | | | | | | | | | | | | | | | | |
| 1991 | 210.9 | 75.5 | 97.2 | 384.7 | 96.5 | 54.3 | 13.50 | 75.00 | 7.4 | 6 | 21.9 | 200.0 | 0 | 12000 | 56.90 | 15000 | 71.12 |
| 1990 | 204.5 | 81.6 | 97.5 | 462.4 | 95.8 | 42.6 | 13.50 | 75.00 | 7.4 | 6 | 2.8 | 200.0 | 0 | 10500 | 51.34 | 13500 | 66.01 |
| 1989 | 204.7 | 72.6 | 97.5 | 310.1 | 95.0 | 45.7 | 9.25 | 55.00 | 0.9 | 6 | 15.0 | 200.0 | 0 | 9500 | 46.41 | 12500 | 61.06 |
| 1988 | 204.1 | 85.0 | 96.8 | 473.0 | 97.8 | 54.1 | 8.50 | 49.00 | 17.6 | 7 | 16.8 | 200.0 | 15 | 8500 | 41.65 | 11500 | 56.34 |
| 1987# | 211.7 | 83.9 | 97.7 | 342.0 | 97.6 | 64.8 | 8.50 | 49.00 | 3.9 | 6 | 18.1 | N.C. | N.A. | 7200 | 34.01 | 8700 | 41.10 |
| **HOME OFFICE COMPUTING** | | | | | | | | | | | | | | | | | |
| 1991 | 350.2 | 94.0 | 93.3 | 357.8 | 3.8 | 15.4 | 2.95 | 19.97 | 43.6 | 12 | 16.8 | 350.0 | 6 | 11915 | 34.02 | 17490 | 49.94 |
| 1990 | 362.6 | 93.0 | 92.4 | 347.2 | 19.8 | 16.0 | 2.95 | 19.97 | 43.6 | 12 | 26.2 | N.C. | N.A. | 14340 | 39.55 | 15900 | 43.85 |
| 1989 | 382.0 | 92.9 | 90.5 | 360.9 | 8.5 | 10.0 | 2.95 | 19.97 | 43.6 | 12 | 10.7 | N.C. | N.A. | 14340 | 37.54 | 15900 | 41.62 |
| 1988# | 440.6 | 93.0 | 90.5 | 386.7 | 4.9 | 7.8 | 2.95 | 19.97 | 43.6 | 12 | .0 | 350.0 | 0 | 10620 | 24.10 | 11990 | 27.21 |
| 1987# | 436.8 | 92.8 | 87.0 | 462.6 | 2.0 | 13.8 | 3.25 | 19.97 | 48.8 | 12 | 11.0 | 435.0 | 2 | 10620 | 24.31 | 11990 | 27.45 |
| **INC.** | | | | | | | | | | | | | | | | | |
| 1991 | 640.8 | 97.2 | 93.2 | 808.8 | 21.9 | 51.1 | 3.00 | 19.00 | 47.2 | 12 | .0 | 640.0 | 1 | 33735 | 52.65 | 51615 | 80.55 |
| 1990 | 640.6 | 97.8 | 93.3 | 673.2 | 11.4 | 45.5 | 3.00 | 25.00 | 30.6 | 12 | .0 | 640.0 | 2 | 30950 | 48.31 | 47355 | 73.92 |
| 1989 | 631.1 | 97.2 | 93.4 | 774.0 | 11.9 | 41.7 | 3.00 | 25.00 | 30.6 | 12 | .0 | 630.0 | 4 | 28740 | 45.54 | 43970 | 69.67 |
| 1988 | 638.9 | 98.0 | 93.8 | 828.5 | 7.5 | 49.4 | 3.00 | 25.00 | 30.6 | 12 | .0 | 630.0 | 2 | 26610 | 41.65 | 40715 | 63.73 |
| 1987 | 632.3 | 98.1 | 94.5 | 852.8 | 8.0 | 58.6 | 3.00 | 24.00 | 33.3 | 12 | .0 | 625.0 | 1 | 25105 | 39.70 | 38410 | 60.75 |
| **THE NATIONAL LAW JOURNAL** | | | | | | | | | | | | | | | | | |
| 1991 | 40.1 | 98.4 | 99.5 | 58.7 | 29.5 | 0.0 | 2.00 | 88.00 | 13.7 | 51 | 2.9 | N.C. | N.A. | 4900 | 122.19 | 6100 | 152.12 |
| 1990 | 40.3 | 98.3 | 99.6 | 58.5 | 34.5 | 0.4 | 2.00 | 78.00 | 25.0 | 52 | 3.0 | N.C. | N.A. | 4900 | 121.59 | 6100 | 151.36 |

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **BUSINESS & FINANCE (cont.)** | | | | | | | | | | | | | | | | | |
| **NATION'S BUSINESS** | | | | | | | | | | | | | | | | | |
| 1991 | 859.6 | 98.7 | 99.7 | 745.9 | 4.5 | 0.0 | 2.50 | 22.00 | 26.7 | 12 | .0 | 850.0 | 0 | 24590 | 28.61 | 36760 | 42.76 |
| 1990 | 859.1 | 98.7 | 99.7 | 775.8 | 7.4 | 0.0 | 2.50 | 22.00 | 26.7 | 12 | .0 | 850.0 | 0 | 22350 | 26.02 | 33420 | 38.90 |
| 1989 | 857.8 | 98.7 | 99.7 | 759.5 | 94.0 | 0.0 | 2.50 | 22.00 | 26.7 | 12 | .0 | 850.0 | 0 | 20320 | 23.69 | 30380 | 35.42 |
| 1988 | 859.7 | 98.8 | 99.7 | 822.8 | 89.7 | 0.0 | 2.50 | 22.00 | 26.7 | 12 | .0 | 850.0 | 0 | 19350 | 22.51 | 28930 | 33.65 |
| 1987 | 858.8 | 99.0 | 99.5 | 845.9 | 94.1 | 0.0 | 2.50 | 22.00 | 26.7 | 12 | .0 | 850.0 | 0 | 19350 | 22.53 | 28930 | 33.69 |
| **CAMPERS, RV, MOBILE HOMES & TRAILERS** | | | | | | | | | | | | | | | | | |
| **MOTORHOME** | | | | | | | | | | | | | | | | | |
| 1991 | 149.3 | 95.5 | 91.0 | 90.1 | 1.7 | 0.0 | 2.95 | 24.00 | 32.2 | 12 | .0 | N.C. | N.A. | 4760 | 31.88 | 6840 | 45.81 |
| 1990 | 155.2 | 95.6 | 90.3 | 81.3 | 1.9 | 0.0 | 2.95 | 24.00 | 32.2 | 12 | .0 | N.C. | N.A. | 4535 | 29.22 | 6515 | 41.98 |
| **TRAILER LIFE** | | | | | | | | | | | | | | | | | |
| 1991 | 302.2 | 96.9 | 93.8 | 235.0 | 1.3 | 0.0 | 2.95 | 22.00 | 37.9 | 12 | .0 | N.C. | N.A. | 7595 | 25.13 | 11000 | 36.40 |
| 1990 | 302.3 | 97.0 | 93.6 | 164.7 | 2.0 | 5.5 | 2.95 | 22.00 | 37.9 | 12 | .0 | N.C. | N.A. | 7375 | 24.40 | 10680 | 35.33 |
| 1989 | 328.7 | 97.4 | 94.2 | 241.9 | 1.8 | 3.0 | 2.50 | 22.00 | 26.7 | 12 | .0 | N.C. | N.A. | 7160 | 21.78 | 10370 | 31.55 |
| 1988 | 326.8 | 97.1 | 94.1 | 227.6 | 2.0 | 0.0 | 2.50 | 18.00 | 40.0 | 12 | .0 | N.C. | N.A. | 6885 | 21.07 | 9970 | 30.51 |
| 1987 | 327.6 | 97.8 | 94.1 | 334.3 | 1.7 | 0.0 | 2.00 | 18.00 | 25.0 | 12 | .0 | N.C. | N.A. | 6555 | 20.01 | 9495 | 28.98 |
| **CAMPING & OUTDOOR RECREATION** | | | | | | | | | | | | | | | | | |
| **BACKPACKER** | | | | | | | | | | | | | | | | | |
| 1991 | 204.3 | 95.1 | 76.8 | 180.5 | 1.1 | 84.3 | 2.95 | 24.00 | 1.7- | 8 | .5 | 190.0 | 1 | 8895 | 43.54 | 12490 | 61.14 |
| 1990 | 190.5 | 94.4 | 75.5 | 191.5 | 0.1 | 84.8 | 2.95 | 18.00 | 12.8 | 7 | .0 | 175.0 | 0 | 7940 | 41.68 | 11150 | 58.53 |
| 1989 | 177.0 | 94.0 | 76.1 | 152.5 | 0.8 | 52.5 | 2.95 | 18.00 | 12.8 | 7 | .0 | 165.0 | 0 | 7940 | 40.76 | 11150 | 57.26 |
| 1988# | 165.3 | 94.3 | 77.2 | 122.4 | 7.1 | 20.3 | 2.95 | 18.00 | 1.7- | 6 | 7.3 | 165.0 | 3 | 7215 | 43.65 | 10135 | 61.31 |
| 1987 | 174.1 | 94.2 | 79.6 | 109.7 | 25.6 | 7.3 | 2.95 | 18.00 | 1.7- | 6 | 14.3 | 175.0 | 2 | 7425 | 42.65 | 10435 | 59.94 |
| **CIVIC** | | | | | | | | | | | | | | | | | |
| **KIWANIS** | | | | | | | | | | | | | | | | | |
| 1991 | 282.7 | 94.4 | 100.0 | 561.4 | 0.7 | 0.0 | 0.75 | 7.50 | 0.0 | 10 | 19.5 | N.C. | N.A. | 4550 | 16.09 | 6830 | 24.16 |
| 1990 | 283.4 | 94.4 | 100.0 | 564.8 | 0.8 | 0.0 | 0.75 | 7.50 | 0.0 | 10 | 20.5 | N.C. | N.A. | 4200 | 14.82 | 6300 | 22.23 |
| **THE ROTARIAN** | | | | | | | | | | | | | | | | | |
| 1991 | 534.5 | 79.9 | 99.1 | 1062.2 | 2.1 | 0.0 | 1.00 | 10.00 | 16.7 | 12 | 11.5 | 520.0 | 0 | 6220 | 11.64 | 8515 | 15.93 |
| 1990 | 531.1 | 78.7 | 100.0 | 1059.9 | 2.1 | 0.0 | 1.00 | 10.00 | 16.7 | 12 | 13.0 | 520.0 | 0 | 6220 | 11.71 | 8515 | 16.03 |
| **COMPUTERS** | | | | | | | | | | | | | | | | | |
| **AMIGAWORLD** | | | | | | | | | | | | | | | | | |
| 1991 | 100.7 | 75.3 | 60.4 | 67.4 | 8.6 | 39.8 | 3.95 | 29.97 | 36.8 | 12 | .0 | N.C. | N.A. | 5995 | 59.53 | 7375 | 73.24 |
| 1990 | 91.7 | 74.6 | 56.4 | 76.2 | 28.9 | 20.6 | 3.95 | 29.97 | 36.8 | 12 | .0 | N.C. | N.A. | 5450 | 59.43 | 6350 | 69.35 |



#See Special Notes - Page 8

## COMPUTERS (cont.)

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **BYTE MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 495.5 | 69.0 | 71.0 | 576.1 | 9.8 | 2.5 | 3.50 | 29.95 | 28.7 | 12 | 17.9 | N.C. | N.A. | 16340 | 32.98 | 18720 | 37.78 |
| 1990 | 477.5 | 68.3 | 71.9 | 501.8 | 14.3 | 1.3 | 3.50 | 29.95 | 28.7 | 12 | 3.7 | N.C. | N.A. | 16340 | 34.22 | 18720 | 39.20 |
| 1989 | 455.6 | 67.1 | 70.9 | 449.0 | 14.3 | 0.5 | 3.50 | 29.95 | 28.7 | 12 | .0 | N.C. | N.A. | 11840 | 25.99 | 13510 | 29.65 |
| 1988 | 432.2 | 69.1 | 71.1 | 322.2 | 82.7 | 0.2 | 3.50 | 29.95 | 28.7 | 12 | .0 | N.C. | N.A. | 10520 | 24.34 | 12000 | 27.76 |
| 1987 | 417.1 | 70.8 | 70.8 | 293.3 | 82.7 | 0.0 | 3.50 | 22.00 | 47.6 | 12 | .0 | N.C. | N.A. | 9790 | 23.47 | 11170 | 26.78 |
| **COMPUTE** | | | | | | | | | | | | | | | | | |
| 1991 | 314.2 | 88.3 | 86.4 | 192.3 | 7.3 | 0.0 | 2.95 | 19.94 | 43.7 | 12 | 11.5 | 275.0 | 0 | 8075 | 25.70 | 10205 | 32.48 |
| 1990 | 277.5 | 87.7 | 82.3 | 169.9 | 8.0 | 0.0 | 2.95 | 19.94 | 24.9 | 9 | .0 | 275.0 | 2 | 8075 | 29.10 | 10205 | 36.77 |
| **COMPUTER LANGUAGE** | | | | | | | | | | | | | | | | | |
| 1991 | 64.3 | 78.8 | 79.1 | 86.9 | 8.7 | 34.5 | 3.95 | 34.95 | 26.3 | 12 | 3.6 | N.C. | N.A. | 4045 | 62.91 | 4635 | 72.08 |
| 1990 | 61.6 | 80.2 | 78.6 | 81.5 | 58.7 | 47.7 | 3.95 | 34.95 | 26.3 | 12 | 2.3 | N.C. | N.A. | 3270 | 53.08 | 3840 | 62.34 |
| **COMPUTER SHOPPER** | | | | | | | | | | | | | | | | | |
| 1991 | 367.1 | 90.8 | 42.6 | 176.6 | 3.9 | 30.7 | 2.95 | 29.97 | 15.3 | 12 | .0 | 325.0 | 0 | 7175 | 19.55 | 8805 | 23.99 |
| 1990 | 329.9 | 91.4 | 41.7 | 151.7 | 4.0 | 19.8 | 2.95 | 29.97 | 15.3 | 12 | .0 | 315.0 | 0 | 6300 | 19.10 | 7730 | 23.43 |
| **DATA BASED ADVISOR** | | | | | | | | | | | | | | | | | |
| 1991 | 39.8 | 86.8 | 76.4 | 27.6 | 60.9 | 6.8 | 3.95 | 35.00 | 26.2 | 12 | .0 | N.C. | N.A. | 2635 | 66.21 | 3955 | 99.37 |
| 1990 | 40.7 | 89.3 | 79.9 | 45.1 | 31.3 | 0.4 | 3.95 | 35.00 | 26.2 | 12 | .0 | N.C. | N.A. | 2440 | 59.95 | 3660 | 89.93 |
| **INCIDER A+** | | | | | | | | | | | | | | | | | |
| 1991 | 102.4 | 92.2 | 86.7 | 61.1 | 48.5 | 10.4 | 3.95 | 27.97 | 41.0 | 12 | .0 | N.C. | N.A. | 6250 | 61.04 | 15130 | 147.75 |
| 1990 | 139.8 | 92.0 | 86.8 | 101.4 | 42.4 | 16.3 | 3.95 | 27.97 | 41.0 | 12 | .0 | 175.0 | 12 | 6990 | 50.00 | 8945 | 63.98 |
| **MACUSER** | | | | | | | | | | | | | | | | | |
| 1991# | 358.9 | 87.9 | 79.3 | 356.1 | 11.3 | 60.3 | 2.95 | 27.00 | 23.7 | 12 | .0 | 335.0 | 0 | 15995 | 44.57 | 19515 | 54.37 |
| 1990# | 311.3 | 87.8 | 81.2 | 319.7 | 9.6 | 55.6 | 2.95 | 27.00 | 52.5- | 6 | .0 | 315.0 | 3 | 14245 | 45.76 | 17380 | 55.83 |
| **MICROSOFT SYSTEMS JOURNAL** | | | | | | | | | | | | | | | | | |
| 1991 | 38.5 | 66.7 | 93.0 | 14.1 | 7.0 | 0.0 | 5.95 | 50.00 | 180.1- | 3 | 4.4 | N.C. | N.A. | 4400 | 114.29 | 5500 | 142.86 |
| **PC MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991# | 837.5 | 85.5 | 82.9 | 739.8 | 11.2 | 45.6 | 2.95 | 44.97 | 30.7 | 22 | .0 | 800.0 | 0 | 27980 | 33.41 | 34135 | 40.76 |
| 1990 | 786.0 | 86.7 | 83.4 | 753.4 | 11.5 | 46.3 | 2.95 | 44.97 | 52.4- | 10 | .0 | 750.0 | 1 | 25185 | 32.04 | 29990 | 38.16 |
| **PC SOURCES** | | | | | | | | | | | | | | | | | |
| 1991 | 170.4 | 90.1 | 42.7 | 177.7 | 1.9 | 47.7 | 1.95 | 16.97 | 27.5 | 12 | .0 | 140.0 | 0 | 3745 | 21.98 | 4495 | 26.38 |
| **PC/COMPUTING** | | | | | | | | | | | | | | | | | |
| 1991 | 704.1 | 92.7 | 86.4 | 774.6 | 7.6 | 55.7 | 2.95 | 24.97 | 29.5 | 12 | .0 | 600.0 | 0 | 16220 | 23.04 | 19790 | 28.11 |
| 1990 | 552.4 | 94.0 | 87.2 | 1102.8 | 4.7 | 32.1 | 2.95 | 24.97 | 29.5 | 12 | .0 | 425.0 | 0 | 12170 | 22.03 | 14845 | 26.87 |

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| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **CRAFTS, GAMES, HOBBIES & MODELS** | | | | | | | | | | | | | | | | | |
| **CRAFTS** | | | | | | | | | | | | | | | | | |
| 1991 | 391.2 | 94.5 | 69.5 | 382.8 | 14.1 | 0.0 | 2.95 | 17.95 | 49.3 | 12 | .0 | N.C. | N.A. | 5130 | 13.11 | 6470 | 16.54 |
| 1990 | 364.5 | 95.8 | 67.8 | 355.5 | 15.2 | 0.0 | 2.25 | 16.95 | 37.2 | 12 | .0 | N.C. | N.A. | 4525 | 12.41 | 5845 | 16.04 |
| 1989 | 375.2 | 95.0 | 64.3 | 285.2 | 17.6 | 0.0 | 2.25 | 16.95 | 37.2 | 12 | .0 | N.C. | N.A. | 4525 | 12.06 | 5845 | 15.58 |
| 1988 | 393.6 | 94.2 | 65.1 | 267.4 | 10.9 | 0.0 | 1.95 | 16.95 | 27.6 | 12 | .0 | N.C. | N.A. | 4070 | 10.34 | 5245 | 13.33 |
| 1987 | 431.4 | 94.6 | 65.4 | 347.7 | 31.3 | 0.0 | 1.95 | 16.95 | 27.6 | 12 | .0 | N.C. | N.A. | 3875 | 8.98 | 4995 | 11.58 |
| **CRAFTS 'N THINGS** | | | | | | | | | | | | | | | | | |
| 1991 | 302.3 | 93.2 | 56.4 | 227.1 | 82.4 | 60.9 | 2.25 | 14.97 | 16.8 | 8 | .0 | N.C. | N.A. | 3705 | 12.26 | 5585 | 18.48 |
| 1990 | 306.5 | 91.8 | 61.9 | 209.0 | 97.3 | 56.5 | 2.25 | 14.97 | 16.8 | 8 | .0 | N.C. | N.A. | 3310 | 10.80 | 4985 | 16.26 |
| **FLYING MODELS** | | | | | | | | | | | | | | | | | |
| 1991 | 23.8 | 87.0 | 45.6 | 8.9 | 78.1 | 0.0 | 2.95 | 23.00 | 35.0 | 12 | .5 | N.C. | N.A. | 660 | 27.73 | 1060 | 44.54 |
| 1990 | 25.0 | 85.5 | 43.5 | 8.8 | 93.1 | 0.0 | 2.95 | 23.00 | 35.0 | 12 | .5 | N.C. | N.A. | 615 | 24.60 | 985 | 39.40 |
| **MODEL RAILROADER** | | | | | | | | | | | | | | | | | |
| 1991 | 212.3 | 89.1 | 66.9 | 136.7 | 59.1 | 0.0 | 2.95 | 28.95 | 18.2 | 12 | .0 | N.C. | N.A. | 2940 | 13.85 | 4410 | 20.77 |
| 1990 | 204.3 | 89.1 | 66.2 | 130.7 | 35.8 | 0.0 | 2.95 | 27.95 | 21.0 | 12 | .0 | N.C. | N.A. | 2695 | 13.19 | 4045 | 19.80 |
| **RADIO CONTROL CAR ACTION** | | | | | | | | | | | | | | | | | |
| 1991 | 118.2 | 86.6 | 44.0 | 72.4 | 2.4 | 7.2 | 3.95 | 29.95 | 36.8 | 12 | .0 | 110.0 | 1 | 1725 | 14.59 | 2324 | 19.66 |
| **RAILROAD MODEL CRAFTSMAN** | | | | | | | | | | | | | | | | | |
| 1991 | 69.7 | 89.6 | 42.3 | 24.7 | 96.1 | 0.0 | 2.95 | 25.00 | 29.4 | 12 | 1.1 | N.C. | N.A. | 1065 | 15.28 | 1515 | 21.74 |
| 1990 | 73.0 | 89.5 | 43.9 | 20.7 | 86.7 | 0.0 | 2.95 | 25.00 | 29.4 | 12 | 1.0 | N.C. | N.A. | 995 | 13.63 | 1415 | 19.38 |
| **TRAINS** | | | | | | | | | | | | | | | | | |
| 1991 | 95.7 | 91.5 | 74.0 | 75.5 | 64.0 | 0.0 | 2.95 | 28.95 | 18.2 | 12 | .0 | N.C. | N.A. | 2040 | 21.32 | 3055 | 31.92 |
| 1990 | 95.5 | 91.7 | 73.7 | 61.5 | 35.6 | 0.0 | 2.75 | 27.95 | 15.3 | 12 | .0 | N.C. | N.A. | 1905 | 19.95 | 2855 | 29.90 |
| **TV CROSSWORDS** | | | | | | | | | | | | | | | | | |
| 1991 | 243.2 | 96.9 | 39.5 | 232.4 | 81.5 | 0.0 | 1.49 | 11.90 | 62.0 | 21 | .0 | N.C. | N.A. | N.A. | | N.A. | |
| 1990 | 293.2 | 96.5 | 33.6 | 195.2 | 97.0 | 0.0 | 1.39 | 23.63 | 0.0 | 17 | .0 | N.C. | N.A. | 805 | 2.75 | N.A. | |
| **DOGS & PETS** | | | | | | | | | | | | | | | | | |
| **CAT FANCY** | | | | | | | | | | | | | | | | | |
| 1991 | 275.4 | 95.3 | 86.0 | 240.1 | 48.0 | 0.0 | 2.95 | 23.97 | 32.3 | 12 | .0 | N.C. | N.A. | 9650 | 35.04 | 14400 | 52.29 |
| 1990 | 251.7 | 95.3 | 86.3 | 221.9 | 68.7 | 0.0 | 2.50 | 21.97 | 26.8 | 12 | .0 | N.C. | N.A. | 8400 | 33.37 | 11400 | 45.29 |
| **CATS MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 120.0 | 97.6 | 97.9 | 171.5 | 29.9 | 0.0 | 2.50 | 18.97 | 36.8 | 12 | .0 | N.C. | N.A. | 5043 | 42.03 | 6434 | 53.62 |
| 1990 | 131.1 | 96.3 | 97.7 | 112.2 | 33.1 | 0.0 | 2.50 | 18.97 | 36.8 | 12 | 14.4 | N.C. | N.A. | 5043 | 38.47 | 6434 | 49.08 |



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| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **DOGS & PETS (cont.)** | | | | | | | | | | | | | | | | | |
| **COONHOUND BLOODLINES** | | | | | | | | | | | | | | | | | |
| 1991 | 22.6 | 98.8 | 99.8 | 20.0 | 94.0 | 100.0 | 2.50 | 14.00 | 53.3 | 12 | .0 | N.C. | N.A. | 475 | 21.02 | 1175 | 51.99 |
| **DOG FANCY** | | | | | | | | | | | | | | | | | |
| 1991 | 188.0 | 95.9 | 83.5 | 164.5 | 40.7 | 0.0 | 2.95 | 23.97 | 32.3 | 12 | .0 | N.C. | N.A. | 5600 | 29.79 | 8800 | 46.81 |
| 1990 | 169.0 | 95.6 | 83.0 | 156.0 | 65.2 | 0.0 | 2.50 | 21.97 | 26.8 | 12 | .0 | N.C. | N.A. | 4850 | 28.70 | 6900 | 40.83 |
| **DOG WORLD** | | | | | | | | | | | | | | | | | |
| 1991 | 57.3 | 93.2 | 52.9 | 23.8 | 78.7 | 1.6 | 3.75 | 28.00 | 37.8 | 12 | 3.7 | N.C. | N.A. | 3050 | 53.23 | 4020 | 70.16 |
| 1990 | 61.7 | 93.6 | 52.4 | 20.0 | 71.8 | 0.0 | 3.50 | 28.00 | 33.3 | 12 | 3.1 | N.C. | N.A. | 2750 | 44.57 | 3620 | 58.67 |
| **I LOVE CATS** | | | | | | | | | | | | | | | | | |
| 1991 | 152.8 | 92.3 | 97.0 | 222.4 | 7.9 | 11.7 | 3.50 | 21.00 | 0.0 | 6 | .0 | N.C. | N.A. | 2200 | 14.40 | 2640 | 17.28 |
| 1990 | 182.9 | 92.9 | 100.0 | 251.2 | 6.4 | 94.1 | 3.50 | 21.00 | 0.0 | 6 | .0 | 200.0 | 0 | 2000 | 10.93 | 2400 | 13.12 |
| **PURE-BRED DOGS-AMERICAN KENNEL GAZETTE** | | | | | | | | | | | | | | | | | |
| 1991 | 54.4 | 96.1 | 99.1 | 53.5 | 100.0 | 0.0 | 4.00 | 24.00 | 0.0 | 6 | .0 | N.C. | N.A. | 1660 | 34.19 | 2635 | 48.44 |
| 1990 | 56.4 | 96.4 | 99.1 | 56.3 | 78.1 | 0.0 | 4.00 | 24.00 | 50.0 | 12 | .0 | N.C. | N.A. | 1660 | 29.43 | 2355 | 41.76 |
| **DRESSMAKING & NEEDLEWORK** | | | | | | | | | | | | | | | | | |
| **BUTTERICK HOME CATALOG** | | | | | | | | | | | | | | | | | |
| 1991 | 303.2 | 91.6 | 75.1 | 192.8 | 0.0 | 98.1 | 2.25 | 8.95 | 0.6 | 4 | .0 | N.C. | N.A. | 3750 | 12.37 | 4200 | 13.85 |
| 1990 | 285.5 | 91.1 | 74.0 | 177.4 | 0.0 | 97.9 | 2.25 | 8.00 | 11.1 | 4 | .0 | N.C. | N.A. | 3416 | 11.96 | 3795 | 13.29 |
| **MCCALL'S NEEDLEWORK & CRAFTS** | | | | | | | | | | | | | | | | | |
| 1991 | 364.5 | 91.2 | 87.5 | 358.8 | 70.2 | 0.0 | 2.95 | 13.97 | 21.1 | 6 | .0 | N.C. | N.A. | 5320 | 14.60 | 7045 | 19.33 |
| 1990 | 475.6 | 93.3 | 84.5 | 539.3 | 77.7 | 0.0 | 2.95 | 13.97 | 21.1 | 6 | .0 | N.C. | N.A. | 5895 | 12.39 | 7960 | 16.74 |
| **SEW NEWS** | | | | | | | | | | | | | | | | | |
| 1991 | 227.7 | 95.4 | 85.4 | 252.6 | 13.5 | 0.0 | 2.95 | 19.94 | 43.7 | 12 | .0 | N.C. | N.A. | 3640 | 15.99 | 5470 | 24.02 |
| 1990 | 221.7 | 95.7 | 84.8 | 232.6 | 22.8 | 0.0 | 2.50 | 15.97 | 46.8 | 12 | .0 | N.C. | N.A. | 3370 | 15.20 | 5065 | 22.85 |
| **VOGUE PATTERNS** | | | | | | | | | | | | | | | | | |
| 1991 | 223.8 | 87.5 | 69.8 | 156.0 | 19.8 | 97.3 | 2.95 | 12.95 | 26.8 | 6 | .0 | N.C. | N.A. | 5150 | 23.01 | 6900 | 30.83 |
| 1990 | 218.7 | 86.3 | 69.6 | 149.3 | 23.0 | 97.3 | 2.95 | 12.95 | 26.8 | 6 | .0 | N.C. | N.A. | 5150 | 23.55 | 6900 | 31.55 |
| **EDUCATION & TEACHER** | | | | | | | | | | | | | | | | | |
| **THE CHRONICLE OF HIGHER EDUCATION** | | | | | | | | | | | | | | | | | |
| 1991 | 90.7 | 97.8 | 100.0 | 105.8 | 96.3 | 0.0 | 2.75 | 67.50 | 49.9 | 49 | 4.4 | N.C. | N.A. | 5280 | 58.21 | 7415 | 81.75 |
| 1990 | 87.5 | 97.8 | 100.0 | 114.6 | 96.5 | 0.0 | 2.75 | 62.50 | 53.6 | 49 | 4.3 | N.C. | N.A. | 4980 | 56.91 | 6995 | 79.94 |

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| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **EDUCATION & TEACHER (cont.)** | | | | | | | | | | | | | | | | | |
| **CREATIVE CLASSROOM** | | | | | | | | | | | | | | | | | |
| 1991 | 188.0 | 98.6 | 100.0 | 279.6 | 4.4 | 3.4 | 3.75 | 16.97 | 24.6 | 6 | .0 | 170.0 | 0 | 5008 | 26.64 | 6813 | 36.24 |
| 1990# | 125.5 | 98.4 | 100.0 | 187.7 | 3.3 | 19.4 | 3.75 | 16.97 | 24.6 | 6 | 7.9 | 130.0 | 0 | 4355 | 34.70 | 5925 | 47.21 |
| **EDUCATION WEEK** | | | | | | | | | | | | | | | | | |
| 1991 | 50.4 | 98.4 | 100.0 | 45.6 | 68.6 | 40.4 | 2.50 | 49.94 | 50.1 | 40 | .0 | N.C. | N.A. | 3798 | 75.36 | 5273 | 104.62 |
| 1990 | 49.4 | 98.4 | 100.0 | 54.7 | 68.5 | 38.5 | 2.50 | 49.94 | 50.1 | 40 | .0 | N.C. | N.A. | 3395 | 68.72 | 4820 | 97.57 |
| **INSTRUCTOR MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 281.4 | 96.4 | 100.0 | 225.6 | 9.7 | 17.0 | 3.00 | 19.95 | 33.5 | 10 | 36.2 | N.C. | N.A. | 9910 | 35.22 | 12301 | 43.71 |
| 1990 | 284.5 | 95.8 | 100.0 | 234.8 | 11.0 | 14.0 | 3.00 | 16.00 | 40.7 | 9 | 9.2 | N.C. | N.A. | 9305 | 32.71 | 11550 | 40.60 |
| **NEA TODAY** | | | | | | | | | | | | | | | | | |
| 1991 | 2007.8 | 97.6 | 100.0 | 2088.8 | 0.0 | 0.0 | 0.00 | 2.30 | 0.0 | 8 | .0 | 1950.0 | 0 | 31325 | 15.60 | 35840 | 17.85 |
| 1990 | 1947.3 | 97.6 | 100.0 | 1882.8 | 0.0 | 0.0 | 0.00 | 2.13 | 0.0 | 8 | .0 | 1900.0 | 0 | 28475 | 14.62 | 32580 | 16.73 |
| **TEACHING PRE K-8** | | | | | | | | | | | | | | | | | |
| 1991 | 125.5 | 94.4 | 100.0 | 149.6 | 9.2 | 0.0 | 3.00 | 19.77 | 17.6 | 8 | 6.4 | N.C. | N.A. | 4660 | 37.13 | 5830 | 46.45 |
| 1990 | 133.0 | 94.4 | 100.0 | 136.3 | 7.9 | 8.3 | 3.00 | 19.77 | 119.7- | 3 | .7 | N.C. | N.A. | 3950 | 29.70 | 4940 | 37.14 |
| **ENTERTAINMENT & PERFORMING ARTS** | | | | | | | | | | | | | | | | | |
| **OPERA NEWS** | | | | | | | | | | | | | | | | | |
| 1991 | 122.3 | 96.4 | 98.2 | 99.6 | 14.3 | 0.0 | 2.50 | 30.00 | 20.0 | 15 | 8.7 | 120.0 | 0 | 3160 | 25.84 | 4515 | 36.92 |
| 1990 | 120.9 | 96.3 | 98.3 | 114.6 | 12.1 | 0.0 | 2.50 | 30.00 | 20.0 | 15 | 7.4 | 120.0 | 1 | 3160 | 26.14 | 4515 | 37.34 |
| **PREMIERE*** | | | | | | | | | | | | | | | | | |
| 1991 | 493.6 | 89.9 | 70.7 | 441.6 | 23.9 | 0.1 | 2.50 | 18.00 | 40.0 | 12 | .0 | 475.0 | 0 | 15340 | 31.08 | 21580 | 43.72 |
| 1990 | 458.9 | 87.9 | 65.8 | 394.3 | 25.4 | 0.8 | 2.50 | 18.00 | 40.0 | 12 | .0 | 450.0 | 0 | 13390 | 29.18 | 18840 | 41.05 |
| 1989 | 412.0 | 88.3 | 59.2 | 417.9 | 14.4 | 0.1 | 2.50 | 18.00 | 40.0 | 12 | .0 | 375.0 | 2 | 10320 | 25.05 | 14520 | 35.24 |
| **US** | | | | | | | | | | | | | | | | | |
| 1991 | 1308.2 | 91.9 | 64.5 | 616.7 | 23.1 | 0.0 | 2.25 | 23.95 | 37.4 | 17 | .0 | 1100.0 | 0 | 25210 | 19.27 | 32545 | 24.88 |
| 1990 | 1326.6 | 92.6 | 70.8 | 909.6 | 39.0 | 0.0 | 1.75 | 27.95 | 33.5 | 24 | .0 | 1325.0 | 0 | 24170 | 18.22 | 31200 | 23.52 |
| 1989 | 1354.0 | 91.5 | 69.6 | 693.0 | 18.7 | 0.3 | 1.75 | 27.95 | 33.5 | 24 | .0 | 1325.0 | 0 | 22590 | 16.68 | 29160 | 21.54 |
| 1988# | 1317.0 | 92.6 | 69.0 | 854.4 | 21.0 | 0.0 | 1.75 | 23.95 | 43.0 | 24 | .0 | 1200.0 | 0 | 19660 | 14.93 | 25380 | 19.27 |
| 1987# | 1165.5 | 91.6 | 66.0 | 969.0 | 32.9 | 0.2 | 1.50 | 23.95 | 33.5 | 24 | .0 | 1040.0 | 0 | 16410 | 14.08 | 18215 | 15.63 |
| **EPICUREAN** | | | | | | | | | | | | | | | | | |
| **BEST RECIPES** | | | | | | | | | | | | | | | | | |
| 1991 | 140.3 | 98.7 | 99.1 | 218.5 | 13.8 | 0.0 | 2.50 | 11.95 | 20.3 | 6 | .0 | N.C. | N.A. | 1500 | 10.69 | 2000 | 14.26 |



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#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **EPICUREAN (cont.)** | | | | | | | | | | | | | | | | | |
| **BON APPETIT** | | | | | | | | | | | | | | | | | |
| 1991 | 1293.4 | 96.5 | 91.5 | 1250.0 | 9.5 | 19.1 | 2.75 | 18.00 | 45.5 | 12 | .0 | 1200.0 | 0 | 25850 | 19.99 | 36860 | 28.50 |
| 1990 | 1384.3 | 96.4 | 92.4 | 1418.8 | 7.3 | 13.0 | 2.50 | 18.00 | 40.0 | 12 | .0 | 1300.0 | 0 | 25850 | 18.67 | 36860 | 26.63 |
| 1989 | 1352.4 | 97.2 | 92.3 | 1330.4 | 11.6 | 31.1 | 2.50 | 18.00 | 40.0 | 12 | .0 | 1300.0 | 0 | 23825 | 17.62 | 33975 | 25.12 |
| 1988 | 1326.1 | 97.2 | 92.9 | 1654.0 | 9.9 | 77.7 | 2.50 | 18.00 | 40.0 | 12 | 9.0 | 1300.0 | 0 | 21860 | 16.48 | 31170 | 23.51 |
| 1987 | 1324.6 | 97.2 | 92.6 | 1226.6 | 65.1 | 83.9 | 2.50 | 18.00 | 40.0 | 12 | 28.0 | 1300.0 | 0 | 20820 | 15.72 | 29690 | 22.41 |
| **EATING WELL** | | | | | | | | | | | | | | | | | |
| 1991 | 407.4 | 96.7 | 87.7 | 222.8 | 0.4 | 4.9 | 2.50 | 24.00 | 220.0- | 3 | .0 | N.C. | N.A. | 7600 | 18.65 | 10500 | 25.77 |
| **FOOD & WINE** | | | | | | | | | | | | | | | | | |
| 1991 | 810.8 | 96.8 | 95.4 | 1259.2 | 97.3 | 0.0 | 2.50 | 26.00 | 13.3 | 12 | 3.8 | 800.0 | 2 | 21411 | 26.41 | 29975 | 36.97 |
| 1990 | 819.8 | 96.1 | 95.4 | 1141.4 | 78.8 | 0.2 | 2.50 | 24.00 | 20.0 | 12 | .0 | 800.0 | 0 | 19825 | 24.18 | 27249 | 33.24 |
| 1989 | 823.6 | 96.0 | 95.2 | 1283.5 | 86.2 | 0.6 | 2.50 | 24.00 | 20.0 | 12 | 1.2 | 800.0 | 0 | 18105 | 21.98 | 24885 | 30.21 |
| 1988# | 781.6 | 96.5 | 95.0 | 1039.7 | 98.5 | 0.0 | 2.50 | 22.00 | 26.7 | 12 | .2 | 800.0 | 0 | 16610 | 21.25 | 22830 | 29.21 |
| 1987 | 726.1 | 96.2 | 95.2 | 1068.0 | 98.9 | 0.4 | 2.50 | 20.00 | 33.3 | 12 | .0 | 750.0 | 0 | 14829 | 20.42 | 20382 | 28.07 |
| **GOURMET** | | | | | | | | | | | | | | | | | |
| 1991 | 883.6 | 92.4 | 87.0 | 654.5 | 51.0 | 0.5 | 2.50 | 18.00 | 40.0 | 12 | .0 | 750.0 | | 19580 | 22.16 | 30900 | 34.97 |
| 1990 | 852.1 | 92.5 | 87.8 | 825.2 | 37.8 | 1.4 | 2.50 | 18.00 | 40.0 | 12 | .0 | 725.0 | 0 | 17440 | 20.47 | 27530 | 32.31 |
| 1989 | 796.0 | 92.7 | 86.8 | 663.4 | 43.3 | 2.0 | 2.50 | 18.00 | 40.0 | 12 | .0 | 700.0 | 0 | 15590 | 19.59 | 24610 | 30.92 |
| 1988 | 806.2 | 92.7 | 87.7 | 663.6 | 49.5 | 3.1 | 2.50 | 18.00 | 40.0 | 12 | .0 | 700.0 | 0 | 14300 | 17.74 | 22570 | 28.00 |
| 1987 | 818.6 | 92.1 | 86.2 | 706.0 | 47.7 | 1.0 | 2.50 | 18.00 | 40.0 | 12 | .0 | 700.0 | 0 | 13490 | 16.48 | 21290 | 26.01 |
| **PILLSBURY CLASSIC COOKBOOKS** | | | | | | | | | | | | | | | | | |
| 1991# | 504.6 | 94.5 | 14.5 | 191.0 | 6.5 | 12.1 | 2.50 | 24.95 | 16.8 | 12 | .0 | 475.0 | 0 | N.A. | | 9750 | 19.32 |
| 1990# | 451.7 | 93.7 | 9.8 | 111.1 | 21.5 | 82.2 | 2.50 | 24.95 | 16.8 | 12 | .0 | 450.0 | 3 | N.A. | | 8000 | 17.71 |
| **THE WINE SPECTATOR** | | | | | | | | | | | | | | | | | |
| 1991 | 109.3 | 91.4 | 84.0 | 102.2 | 70.0 | 0.0 | 2.50 | 40.00 | 27.3 | 22 | 1.9 | 80.0 | 0 | 8310 | 76.03 | 11075 | 101.33 |
| 1990 | 100.2 | 92.1 | 82.7 | 94.1 | 90.1 | 0.3 | 2.00 | 35.00 | 20.5 | 22 | 1.2 | 75.0 | 0 | 7420 | 74.05 | 9890 | 98.70 |
| **FISHING & HUNTING** | | | | | | | | | | | | | | | | | |
| **AMERICAN HANDGUNNER** | | | | | | | | | | | | | | | | | |
| 1991 | 140.7 | 92.4 | 64.4 | 74.4 | 45.2 | 17.4 | 2.95 | 16.95 | 4.2 | 6 | .0 | N.C. | N.A. | 2295 | 16.31 | 3695 | 26.26 |
| 1990 | 152.7 | 93.1 | 68.4 | 71.0 | 68.5 | 24.9 | 2.95 | 16.95 | 4.2 | 6 | .0 | N.C. | N.A. | 2195 | 14.37 | 3495 | 22.89 |
| **THE AMERICAN HUNTER** | | | | | | | | | | | | | | | | | |
| 1991 | 1192.1 | 98.8 | 100.0 | 1119.2 | | 0.0 | 2.00 | 25.00 | 4.2- | 12 | .0 | N.C. | N.A. | 14000 | 11.74 | 22330 | 18.73 |
| 1990 | 1256.3 | 98.8 | 100.0 | 1051.2 | 99.9 | 0.0 | 2.00 | 25.00 | 4.2- | 12 | .0 | N.C. | N.A. | 14000 | 11.14 | 22330 | 17.77 |
| 1989 | 1395.7 | 98.9 | 100.0 | 1223.2 | 99.9 | 0.0 | 2.00 | 25.00 | 4.2- | 12 | .0 | N.C. | N.A. | 14000 | 10.03 | 22330 | 16.00 |
| 1988 | 1357.7 | 99.0 | 100.0 | 1303.5 | 99.9 | 0.0 | 2.00 | 20.00 | 16.7 | 12 | .0 | N.C. | N.A. | 14000 | 10.31 | 22330 | 16.45 |
| 1987 | 1343.6 | 99.0 | 100.0 | 1140.0 | 99.9 | 0.0 | 2.00 | 20.00 | 16.7 | 12 | .0 | N.C. | N.A | 14000 | 10.42 | 20300 | 15.11 |

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## FISHING & HUNTING (cont.)

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **THE AMERICAN RIFLEMAN** | | | | | | | | | | | | | | | | | |
| 1991 | 1312.9 | 98.2 | 100.0 | 1239.6 | 99.8 | 0.0 | 2.00 | 25.00 | 4.2- | 12 | .0 | N.C. | N.A. | 14000 | 10.66 | 22330 | 17.01 |
| 1990 | 1388.4 | 98.3 | 100.0 | 1270.1 | 99.8 | 0.0 | 2.00 | 25.00 | 4.2- | 12 | .0 | N.C. | N.A. | 14000 | 10.08 | 22330 | 16.08 |
| 1989 | 1431.1 | 98.3 | 100.0 | 1369.0 | 99.8 | 0.0 | 2.00 | 25.00 | 4.2- | 12 | .0 | N.C. | N.A. | 14000 | 9.78 | 22330 | 15.60 |
| 1988 | 1362.0 | 98.3 | 100.0 | 1321.1 | 99.8 | 0.0 | 2.00 | 20.00 | 16.7 | 12 | .0 | N.C. | N.A. | 14000 | 10.28 | 20300 | 14.90 |
| 1987 | 1366.9 | 98.3 | 100.0 | 1066.2 | 99.8 | 0.0 | 2.00 | 20.00 | 16.7 | 12 | .0 | N.C. | N.A. | 14000 | 10.24 | 20300 | 14.85 |
| **BASSIN'** | | | | | | | | | | | | | | | | | |
| 1991 | 220.6 | 98.9 | 79.2 | 489.4 | 89.9 | 3.0 | 2.50 | 18.60 | 7.0 | 8 | .0 | N.C. | N.A. | 4955 | 22.46 | 6442 | 29.20 |
| 1990 | 196.8 | 99.1 | 82.3 | 444.1 | 60.6 | 0.7 | 2.50 | 13.95 | 30.3 | 8 | .0 | N.C. | N.A. | 4955 | 25.18 | 6442 | 32.73 |
| **BASSMASTER MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 529.2 | 99.4 | 40.6 | 487.3 | 100.0 | 27.3 | 2.95 | 10.00 | 66.1 | 10 | .0 | N.C. | N.A. | 15490 | 29.27 | 22650 | 42.80 |
| 1990 | 527.6 | 99.4 | 97.6 | 448.1 | 100.0 | 51.7 | 2.95 | 10.00 | 66.1 | 10 | .0 | N.C. | N.A. | 14750 | 27.96 | 21570 | 40.88 |
| 1989 | 524.4 | 99.5 | 98.2 | 465.1 | 100.0 | 50.2 | 2.95 | 10.00 | 66.1 | 10 | .0 | N.C. | N.A. | 13530 | 25.80 | 19790 | 37.74 |
| 1988 | 516.2 | 99.0 | 97.3 | 433.8 | 100.0 | 39.3 | 2.95 | 10.00 | 66.1 | 10 | .0 | N.C. | N.A. | 12300 | 23.83 | 17990 | 34.85 |
| 1987 | 528.3 | 98.3 | 97.2 | 499.4 | 100.0 | 75.9 | 2.00 | 10.00 | 50.0 | 10 | .0 | N.C. | N.A. | 10790 | 20.42 | 15780 | 29.87 |
| **BOWHUNTER** | | | | | | | | | | | | | | | | | |
| 1991 | 188.5 | 94.0 | 66.1 | 170.8 | 2.7 | 0.9 | 2.95 | 24.00 | 1.7- | 8 | .0 | N.C. | N.A. | 2434 | 12.91 | 3498 | 18.56 |
| 1990 | 172.8 | 93.9 | 60.4 | 136.6 | 6.3 | 0.0 | 2.95 | 20.00 | 15.3 | 8 | .0 | N.C. | N.A. | 2600 | 15.05 | 3970 | 22.97 |
| **DEER & DEER HUNTING** | | | | | | | | | | | | | | | | | |
| 1991 | 124.1 | 98.4 | 66.4 | 76.0 | 84.4 | 11.1 | 2.95 | 17.95 | 23.9 | 8 | .0 | 160.0 | 8 | 2995 | 24.13 | 3910 | 31.51 |
| 1990# | 145.8 | 98.2 | 63.4 | 85.2 | 100.0 | 9.1 | 2.95 | 16.95 | 4.2 | 6 | .0 | 160.0 | 8 | 2770 | 19.00 | 3620 | 24.83 |
| **DUCKS UNLIMITED** | | | | | | | | | | | | | | | | | |
| 1991 | 579.9 | 87.8 | 100.0 | 450.6 | 0.0 | 0.0 | 1.50 | 20.00 | 100.0 | 6 | .0 | 585.0 | 4 | 8190 | 14.12 | 11700 | 20.18 |
| 1990 | 618.7 | 85.4 | 100.0 | 170.0 | 0.0 | 0.0 | 1.50 | 20.00 | 100.0 | 6 | .0 | 645.0 | 0 | 9200 | 14.87 | 13110 | 21.19 |
| **FIELD & STREAM** | | | | | | | | | | | | | | | | | |
| 1991 | 2002.9 | 97.2 | 96.0 | 2102.4 | 9.7 | 2.2 | 2.00 | 15.94 | 33.6 | 12 | 9.9 | 2000.0 | 0 | 41735 | 20.84 | 62790 | 31.35 |
| 1990 | 2011.3 | 97.8 | 95.8 | 2074.2 | 8.6 | 19.3 | 1.95 | 15.94 | 31.9 | 12 | .0 | 2000.0 | 0 | 38645 | 19.21 | 58140 | 28.91 |
| 1989 | 2018.1 | 97.5 | 95.4 | 1894.7 | 8.3 | 2.5 | 1.95 | 15.94 | 31.9 | 12 | .0 | 2000.0 | 0 | 36285 | 17.98 | 54585 | 27.05 |
| 1988 | 2036.4 | 97.4 | 94.9 | 2208.7 | 8.1 | 3.2 | 1.95 | 15.94 | 31.9 | 12 | .0 | 2000.0 | 0 | 34230 | 16.81 | 51495 | 25.29 |
| 1987 | 2006.8 | 97.5 | 94.4 | 2261.9 | 8.1 | 5.0 | 1.95 | 15.94 | 31.9 | 12 | 9.2 | 2000.0 | 0 | 33445 | 16.67 | 48810 | 24.32 |
| **FISHING & HUNTING NEWS** | | | | | | | | | | | | | | | | | |
| 1991 | 114.1 | 97.0 | 89.5 | 138.2 | 3.4 | 49.0 | 1.95 | 49.95 | 1.5 | 26 | .0 | N.C. | N.A. | 5814 | 50.96 | 8716 | 76.39 |
| 1990 | 126.5 | 97.2 | 91.9 | 168.6 | 6.7 | 46.2 | 1.50 | 49.95 | 0.9- | 33 | 1.0 | N.C. | N.A. | 3201 | 25.30 | 4807 | 38.00 |
| **FISHING WORLD** | | | | | | | | | | | | | | | | | |
| 1991 | 258.5 | 98.2 | 97.7 | 231.0 | 82.9 | 0.0 | 2.95 | 9.97 | 43.7 | 6 | .0 | 250.0 | 1 | 6425 | 24.85 | 7690 | 29.75 |
| 1990 | 304.0 | 98.3 | 97.6 | 272.8 | 1.5 | 0.0 | 2.50 | 9.97 | 43.0 | 7 | .0 | 250.0 | 1 | 6005 | 19.75 | 7185 | 23.63 |



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| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **FLORIDA SPORTSMAN** | | | | | | | | | | | | | | | | | |
| 1991 | 102.0 | 99.0 | 67.9 | 58.5 | 97.1 | 0.0 | 2.50 | 16.95 | 43.5 | 12 | 2.2 | N.C. | N.A. | 2455 | 24.07 | 3325 | 32.60 |
| 1990 | 102.4 | 99.1 | 67.4 | 53.4 | 94.3 | 0.0 | 2.50 | 16.95 | 43.5 | 12 | 2.2 | N.C. | N.A. | 2455 | 23.97 | 3325 | 32.47 |
| **FLY FISHERMAN** | | | | | | | | | | | | | | | | | |
| 1991 | 129.9 | 88.3 | 75.3 | 96.9 | 0.3 | 25.7 | 3.50 | 24.00 | 14.3- | 6 | 1.7 | 130.0 | 3 | 5065 | 38.99 | 7005 | 53.93 |
| 1990 | 135.1 | 88.4 | 75.3 | 112.4 | 33.8 | 38.1 | 3.50 | 20.00 | 4.8 | 6 | .0 | 130.0 | 1 | 4825 | 35.71 | 6670 | 49.37 |
| **FULL CRY** | | | | | | | | | | | | | | | | | |
| 1991 | 25.4 | 99.0 | 99.2 | 19.7 | 100.0 | 0.0 | 1.50 | 15.00 | 16.7 | 12 | .0 | N.C. | N.A. | 250 | 9.84 | N.A. | |
| 1990 | 28.0 | 99.1 | 99.3 | 21.5 | 99.9 | 0.0 | 1.50 | 14.00 | 22.2 | 12 | .0 | N.C. | N.A. | 250 | 8.93 | N.A. | |
| **FUR-FISH-GAME** | | | | | | | | | | | | | | | | | |
| 1991 | 111.6 | 95.1 | 77.0 | 64.2 | 32.7 | 0.7 | 1.95 | 13.95 | 40.4 | 12 | 2.2 | N.C. | N.A. | 2200 | 19.71 | 3275 | 29.35 |
| 1990 | 131.0 | 93.5 | 80.8 | 69.3 | 27.5 | 1.8 | 1.95 | 13.95 | 40.4 | 12 | 5.7 | 135.0 | 11 | 2200 | 16.79 | 3275 | 25.00 |
| **GAME & FISH MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 414.3 | 99.9 | 74.9 | 348.4 | 99.2 | 0.0 | 2.50 | 14.95 | 50.2 | 12 | .0 | N.C. | N.A. | 6995 | 16.88 | 9950 | 24.02 |
| 1990 | 358.2 | 99.9 | 65.1 | 191.3 | 82.5 | 0.0 | 2.50 | 14.95 | 50.2 | 12 | .0 | N.C. | N.A. | 6350 | 17.73 | 9950 | 27.78 |
| **GUN DOG** | | | | | | | | | | | | | | | | | |
| 1991 | 58.1 | 96.0 | 99.4 | 52.1 | 0.2 | 2.0 | 3.75 | 21.97 | 2.4 | 6 | .0 | N.C. | N.A. | 2310 | 39.76 | 3118 | 53.67 |
| 1990 | 56.8 | 96.1 | 99.4 | 52.8 | 0.1 | 5.8 | 3.50 | 20.97 | 0.1 | 6 | .0 | N.C. | N.A. | 2100 | 36.97 | 2835 | 49.91 |
| **GUNS & AMMO** | | | | | | | | | | | | | | | | | |
| 1991 | 577.2 | 93.1 | 74.0 | 379.0 | 20.6 | 0.0 | 2.95 | 21.94 | 38.0 | 12 | .0 | 550.0 | 0 | 13065 | 22.64 | 20905 | 36.22 |
| 1990 | 608.6 | 93.1 | 73.0 | 413.5 | 25.9 | 0.2 | 2.95 | 19.94 | 43.7 | 12 | .0 | 525.0 | 0 | 11470 | 18.85 | 18350 | 30.15 |
| 1989 | 601.2 | 93.3 | 71.5 | 455.7 | 20.7 | 0.0 | 2.75 | 19.94 | 39.6 | 12 | .0 | 525.0 | 0 | 10765 | 17.91 | 17225 | 28.65 |
| 1988 | 571.9 | 93.6 | 71.7 | 406.4 | 21.8 | 0.2 | 2.50 | 17.94 | 40.2 | 12 | .0 | 500.0 | 0 | 9500 | 16.61 | 15200 | 26.58 |
| 1987 | 526.1 | 93.4# | 70.5 | 409.7 | 19.4 | 0.5 | 2.25 | 17.94 | 33.6 | 12 | .0 | 500.0 | 1 | 9000 | 17.11 | 14400 | 27.37 |
| **GUNS MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 160.7 | 94.8 | 69.3 | 91.3 | 62.0 | 26.0 | 2.95 | 19.95 | 43.6 | 12 | 4.1 | N.C. | N.A. | 2065 | 12.85 | 3195 | 19.88 |
| 1990 | 166.0 | 94.9 | 69.0 | 100.5 | 83.4 | 15.0 | 2.95 | 19.95 | 43.6 | 12 | 4.4 | N.C. | N.A. | 2065 | 12.44 | 3195 | 19.25 |
| **THE IN-FISHERMAN** | | | | | | | | | | | | | | | | | |
| 1991 | 323.1 | 94.8 | 69.0 | 237.5 | 74.0 | 66.9 | 2.95 | 16.00 | 22.5 | 7 | .0 | N.C. | N.A. | 8475 | 26.23 | 9975 | 30.87 |
| 1990 | 331.5 | 94.8 | 65.8 | 201.0 | 70.3 | 87.3 | 2.95 | 16.00 | 22.5 | 7 | .0 | N.C. | N.A. | 7300 | 22.02 | 8600 | 25.94 |
| **MIDWEST OUTDOORS** | | | | | | | | | | | | | | | | | |
| 1991 | 41.2 | 99.9 | 53.0 | 19.3 | 94.3 | 0.6 | 1.25 | 11.95 | 20.3 | 12 | .0 | N.C. | N.A. | 1146 | 27.82 | 1682 | 40.83 |
| 1990 | 39.7 | 99.9 | 50.8 | 16.5 | 97.8 | 0.7 | 1.25 | 11.95 | 20.3 | 12 | .0 | N.C. | N.A. | 1033 | 26.02 | 1516 | 38.19 |

#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **FISHING & HUNTING (cont.)** | | | | | | | | | | | | | | | | | |
| **NEW YORK SPORTSMAN** | | | | | | | | | | | | | | | | | |
| 1991 | 42.7 | 99.9 | 87.7 | 62.6 | 98.4 | 0.0 | 2.95 | 15.97 | 32.3 | 8 | .0 | N.C. | N.A. | 990 | 23.19 | 1650 | 38.64 |
| **NORTH AMERICAN FISHERMAN** | | | | | | | | | | | | | | | | | |
| 1991 | 181.2 | 98.9 | 100.0 | 171.9 | 0.0 | 0.0 | 0.00 | 8.10 | 0.0 | 6 | 9.5 | 135.0 | 0 | 2895 | 15.98 | 4380 | 24.17 |
| 1990 | 123.4 | 98.9 | 100.0 | 89.6 | 0.0 | 0.0 | 0.00 | 6.75 | 0.0 | 3 | 7.2 | 110.0 | 0 | 2145 | 17.38 | 3245 | 26.30 |
| **NORTH AMERICAN HUNTER** | | | | | | | | | | | | | | | | | |
| 1991 | 285.4 | 98.6 | 100.0 | 262.5 | 0.0 | 0.0 | 0.00 | 8.10 | 0.0 | 6 | 13.5 | 240.0 | 0 | 3965 | 13.89 | 5795 | 20.30 |
| 1990 | 231.0 | 98.4 | 100.0 | 190.4 | 0.0 | 0.0 | 0.00 | 8.10 | 0.0 | 6 | 13.6 | N.C. | N.A. | 3320 | 14.37 | 4850 | 21.00 |
| **NORTH AMERICAN WHITETAIL** | | | | | | | | | | | | | | | | | |
| 1991 | 132.3 | 98.0 | 54.1 | 130.0 | 100.0 | 52.2 | 2.50 | 14.95 | 25.3 | 8 | .0 | N.C. | N.A. | 2495 | 18.86 | 3310 | 25.02 |
| 1990 | 125.5 | 97.4 | 49.8 | 60.2 | 99.7 | 0.0 | 2.50 | 14.95 | 0.3 | 6 | .0 | N.C. | N.A. | 2460 | 19.60 | 3210 | 25.58 |
| **OUTDOOR LIFE** | | | | | | | | | | | | | | | | | |
| 1991 | 1503.3 | 97.9 | 94.4 | 1283.5 | 10.7 | 15.0 | 2.00 | 13.94 | 41.9 | 12 | 6.5 | 1500.0 | 0 | 29390 | 19.55 | 42660 | 28.38 |
| 1990 | 1509.7 | 97.9 | 93.8 | 1231.4 | 9.4 | 14.0 | 1.95 | 13.94 | 40.4 | 12 | .0 | 1500.0 | 0 | 27210 | 18.02 | 39500 | 26.16 |
| 1989 | 1510.3 | 98.0 | 92.4 | 1343.9 | 7.2 | 15.9 | 1.95 | 13.94 | 40.4 | 12 | .0 | 1500.0 | 0 | 25550 | 16.92 | 37075 | 24.55 |
| 1988 | 1513.5 | 97.7 | 91.1 | 1343.6 | 14.4 | 10.2 | 1.75 | 13.94 | 33.6 | 12 | 8.2 | 1500.0 | 0 | 23990 | 15.85 | 34810 | 23.00 |
| 1987 | 1516.8 | 97.4 | 90.7 | 1280.0 | 6.4 | 8.4 | 1.75 | 13.94 | 33.6 | 12 | 4.5 | 1500.0 | 0 | 22630 | 14.92 | 32840 | 21.65 |
| **PENNSYLVANIA SPORTSMAN** | | | | | | | | | | | | | | | | | |
| 1991 | 69.5 | 99.9 | 88.1 | 88.3 | 98.6 | 0.0 | 2.95 | 15.97 | 32.3 | 8 | .0 | N.C. | N.A. | 1995 | 28.71 | 2655 | 38.20 |
| 1990 | 64.8 | 99.9 | 85.6 | 64.6 | 97.7 | 0.0 | 2.50 | 14.97 | 25.2 | 8 | .0 | N.C. | N.A. | 1635 | 25.23 | 2185 | 33.72 |
| **PETERSEN'S HANDGUNS** | | | | | | | | | | | | | | | | | |
| 1991 | 138.7 | 89.7 | 48.2 | 66.4 | 3.9 | 0.0 | 2.95 | 23.94 | 32.4 | 12 | .0 | 125.0 | 2 | 2790 | 20.12 | 4465 | 32.19 |
| 1990 | 131.2 | 89.5 | 42.5 | 94.4 | 3.4 | 0.0 | 2.95 | 23.94 | 35.3- | 6 | .0 | 115.0 | 2 | 2560 | 19.51 | 4095 | 31.21 |
| **PETERSEN'S HUNTING** | | | | | | | | | | | | | | | | | |
| 1991 | 338.2 | 95.5 | 85.9 | 273.2 | 18.0 | 0.0 | 2.95 | 19.94 | 43.7 | 12 | .0 | 325.0 | 2 | 7700 | 22.77 | 9855 | 29.14 |
| 1990 | 343.4 | 95.6 | 84.4 | 312.5 | 19.4 | 0.0 | 2.50 | 17.94 | 40.2 | 12 | .0 | 325.0 | 0 | 7085 | 20.63 | 11335 | 33.01 |
| **SHOOTING TIMES** | | | | | | | | | | | | | | | | | |
| 1991 | 178.8 | 94.5 | 54.5 | 124.7 | 34.5 | 0.0 | 2.95 | 19.97 | 43.6 | 12 | 2.3 | N.C. | N.A. | 4230 | 23.66 | 6610 | 36.97 |
| 1990 | 181.5 | 93.6 | 50.6 | 115.2 | 45.6 | 0.0 | 2.95 | 17.97 | 49.2 | 12 | .0 | N.C. | N.A. | 3950 | 21.76 | 6120 | 33.72 |
| **SOUTHERN OUTDOORS** | | | | | | | | | | | | | | | | | |
| 1991 | 240.9 | 99.5 | 95.6 | 334.6 | 31.8 | 21.2 | 2.50 | 11.97 | 46.8 | 9 | .0 | N.C. | N.A. | 5660 | 23.50 | 8460 | 35.12 |
| 1990 | 241.7 | 99.9 | 94.8 | 233.8 | 29.4 | 29.4 | 2.50 | 11.97 | 46.8 | 9 | .0 | N.C. | N.A. | 5390 | 22.30 | 8055 | 33.33 |
| **SPORT FISHING** | | | | | | | | | | | | | | | | | |
| 1991 | 93.4 | 93.3 | 81.0 | 60.8 | 34.9 | 6.3 | 2.95 | 18.97 | 114.4- | 3 | 6.7 | N.C. | N.A. | 4175 | 44.70 | 5670 | 60.71 |
| 1990 | 77.9 | 92.0 | 74.4 | 56.1 | 70.9 | 2.5 | 2.95 | 14.97 | 36.6 | 8 | 5.6 | N.C. | N.A. | 4175 | 53.59 | 5670 | 72.79 |



#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **FISHING & HUNTING (cont.)** | | | | | | | | | | | | | | | | | |
| **SPORTS AFIELD** | | | | | | | | | | | | | | | | | |
| 1991 | 516.7 | 97.8 | 86.2 | 431.2 | 16.4 | 0.2 | 1.95 | 13.97 | 40.3 | 12 | .0 | 500.0 | 0 | 17800 | 34.45 | 25600 | 49.55 |
| 1990 | 518.1 | 97.9 | 85.3 | 441.0 | 17.7 | 0.0 | 1.95 | 13.97 | 40.3 | 12 | .0 | 500.0 | 0 | 16500 | 31.85 | 23700 | 45.74 |
| 1989 | 525.5 | 97.7 | 84.2 | 435.9 | 18.5 | 0.1 | 1.95 | 13.97 | 40.3 | 12 | .0 | 500.0 | 0 | 15200 | 28.92 | 21800 | 41.48 |
| 1988 | 517.2 | 97.9 | 84.4 | 412.8 | 20.8 | 0.2 | 1.95 | 13.97 | 40.3 | 12 | .0 | 500.0 | 0 | 14125 | 27.31 | 20225 | 39.10 |
| 1987 | 515.8 | 97.4 | 82.4 | 392.6 | 22.6 | 0.2 | 1.95 | 13.97 | 40.3 | 12 | .0 | 500.0 | 0 | 13325 | 25.83 | 19080 | 36.99 |
| **TEXAS FISH & GAME** | | | | | | | | | | | | | | | | | |
| 1991 | 92.1 | 99.9 | 91.2 | 68.1 | 0.2 | 37.7 | 1.95 | 15.00 | 23.1 | 10 | 9.2 | N.C. | N.A. | 2520 | 27.36 | 3420 | 37.13 |
| 1990 | 64.6 | 99.8 | 91.1 | 42.6 | 0.3 | 61.8 | 1.95 | 15.00 | 23.1 | 10 | 6.2 | N.C. | N.A. | 1426 | 22.07 | 2191 | 33.92 |
| **WESTERN OUTDOORS** | | | | | | | | | | | | | | | | | |
| 1991 | 110.3 | 99.0 | 94.1 | 94.0 | 4.4 | 7.5 | 2.50 | 14.95 | 33.6 | 9 | .0 | N.C. | N.A. | 3342 | 30.30 | 5031 | 45.61 |
| 1990 | 123.5 | 98.3 | 93.7 | 114.9 | 6.8 | 15.8 | 2.00 | 14.95 | 16.9 | 9 | .0 | N.C. | N.A. | 3342 | 27.06 | 5031 | 40.74 |
| **WILDFOWL** | | | | | | | | | | | | | | | | | |
| 1991 | 32.2 | 95.9 | 99.5 | 30.9 | 0.1 | 1.5 | 3.50 | 21.97 | 4.6- | 6 | .0 | N.C. | N.A. | 1611 | 50.03 | 2343 | 72.76 |
| 1990 | 30.7 | 96.0 | 99.4 | 27.9 | 0.1 | 3.0 | 3.50 | 20.97 | 0.1 | 6 | .0 | N.C. | N.A. | 1465 | 47.72 | 2130 | 69.38 |
| **WING & SHOT** | | | | | | | | | | | | | | | | | |
| 1991 | 18.3 | 96.8 | 99.0 | 19.0 | 0.3 | 1.1 | 3.75 | 21.97 | 2.4 | 6 | .0 | N.C. | N.A. | 1463 | 79.95 | 2128 | 116.28 |
| 1990 | 17.6 | 96.8 | 98.8 | 18.0 | 0.1 | 2.2 | 3.50 | 20.97 | 0.1 | 6 | .0 | N.C. | N.A. | 1330 | 75.57 | 1935 | 109.94 |
| **FITNESS** | | | | | | | | | | | | | | | | | |
| **MUSCLE & FITNESS** | | | | | | | | | | | | | | | | | |
| 1991 | 631.2 | 86.2 | 21.9 | 177.6 | 82.2 | 2.5 | 3.95 | 34.97 | 26.2 | 12 | .0 | N.C. | N.A. | 15620 | 24.75 | 19495 | 30.89 |
| 1990 | 614.5 | 85.3 | 20.5 | 158.3 | 37.9 | 34.2 | 3.95 | 35.00 | 26.2 | 12 | .0 | N.C. | N.A. | 13900 | 22.62 | 17350 | 28.23 |
| 1989 | 609.2 | 84.5 | 20.3 | 140.6 | 67.6 | 15.3 | 3.95 | 35.00 | 26.2 | 12 | .0 | N.C. | N.A. | 13900 | 22.82 | 17350 | 28.48 |
| 1988 | 602.4 | 84.6 | 19.7 | 139.3 | 46.2 | 0.2 | 3.95 | 35.00 | 26.2 | 12 | .0 | N.C. | N.A. | 8550 | 14.19 | 9900 | 16.43 |
| 1987 | 570.5 | 81.5 | 18.5 | 134.4 | 14.6 | 3.1 | 3.95 | 35.00 | 26.2 | 12 | .0 | N.C. | N.A. | 7190 | 12.60 | 8920 | 15.64 |
| **FRATERNAL, PROFESSIONAL GROUPS, SERVICE CLUBS** | | | | | | | | | | | | | | | | | |
| **THE AMERICAN LAWYER** | | | | | | | | | | | | | | | | | |
| 1991 | 18.1 | 98.0 | 99.7 | 21.8 | 2.3 | 0.0 | 20.00 | 39.50 | 80.3 | 10 | .8 | N.C. | N.A. | 4950 | 273.48 | 6150 | 339.78 |
| 1990 | 18.9 | 98.2 | 99.7 | 19.5 | 17.0 | 0.0 | 20.00 | 125.00 | 37.5 | 10 | 1.2 | N.C. | N.A. | 4290 | 226.98 | 5960 | 315.34 |
| **THE AMERICAN LEGION AUXILIARY NATIONAL NEWS** | | | | | | | | | | | | | | | | | |
| 1991 | 850.2 | 98.7 | 100.0 | 1550.7 | 0.0 | 0.0 | 0.00 | .75 | 0.0 | 6 | .0 | 821.7 | 0 | 8510 | 10.01 | 12080 | 14.21 |
| 1990 | 841.9 | 99.0 | 100.0 | 871.6 | 0.0 | 0.0 | 0.00 | .75 | 0.0 | 6 | .0 | 821.7 | 0 | 8510 | 10.11 | 12080 | 14.35 |

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **FRATERNAL, PROFESSIONAL GROUPS, SERVICE CLUBS (cont.)** | | | | | | | | | | | | | | | | | |
| **THE ELKS MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 1438.2 | 98.9 | 100.0 | 2907.2 | 100.0 | 0.0 | 0.50 | 2.00 | 60.0 | 10 | 27.4 | N.C. | N.A. | 8558 | 5.95 | 12795 | 8.90 |
| 1990 | 1466.0 | 98.9 | 100.0 | 2965.8 | 100.0 | 0.0 | 0.50 | 2.00 | 60.0 | 10 | 31.1 | N.C. | N.A. | 8558 | 5.84 | 12795 | 8.73 |
| 1989 | 1501.6 | 98.9 | 100.0 | 3022.9 | 100.0 | 0.0 | 0.50 | 1.50 | 70.0 | 10 | 31.8 | N.C. | N.A. | 8558 | 5.70 | 12795 | 8.52 |
| 1988 | 1524.8 | 98.9 | 100.0 | 3070.7 | 100.0 | 0.0 | 0.50 | 2.50 | 50.0 | 10 | 32.3 | N.C. | N.A. | 8558 | 5.61 | 12795 | 8.39 |
| 1987 | 1549.7 | 98.9 | 100.0 | 3116.1 | 100.0 | 0.0 | 0.25 | 2.50 | 0.0 | 10 | 32.9 | N.C. | N.A. | 8558 | 5.52 | 12795 | 8.26 |
| **FEDERAL TIMES** | | | | | | | | | | | | | | | | | |
| 1991 | 31.2 | 95.3 | 95.4 | 30.9 | 57.0 | 3.1 | 1.50 | 48.00 | 38.5 | 52 | .0 | N.C. | N.A. | 2295 | 73.56 | 3765 | 120.67 |
| 1990 | 32.6 | 95.3 | 95.6 | 33.9 | 49.8 | 0.8 | 1.50 | 48.00 | 39.6 | 53 | .0 | N.C. | N.A. | 2185 | 67.02 | 3585 | 109.97 |
| **HADASSAH MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 285.1 | 99.7 | 100.0 | 250.6 | 100.0 | 0.0 | 2.50 | 2.00 | 92.0 | 10 | .0 | N.C. | N.A. | 6595 | 23.13 | 8385 | 29.41 |
| 1990 | 289.8 | 99.8 | 100.0 | 263.6 | 100.0 | 0.0 | 2.50 | 25.00 | 0.0 | 10 | .0 | N.C. | N.A. | 6595 | 22.76 | 8385 | 28.93 |
| 1989 | 289.0 | 99.8 | 100.0 | 148.8 | 100.0 | 0.0 | 0.00 | 2.00 | 0.0 | 10 | .0 | N.C. | N.A. | 6595 | 22.82 | 8385 | 29.01 |
| 1988 | 291.9 | 99.9 | 100.0 | 199.0 | 100.0 | 0.0 | 2.50 | 25.00 | 0.0 | 10 | .0 | N.C. | N.A. | 6135 | 21.02 | 7800 | 26.72 |
| 1987 | 295.2 | 99.9 | 100.0 | 214.1 | 100.0 | 0.0 | 2.50 | 25.00 | 0.0 | 10 | .0 | N.C. | N.A. | 6135 | 20.78 | 7800 | 26.42 |
| **JUNIOR LEAGUE REVIEW** | | | | | | | | | | | | | | | | | |
| 1991 | 189.5 | 97.9 | 100.0 | 379.1 | 0.0 | 0.0 | 0.00 | 2.00 | 0.0 | 2 | .0 | 186.9 | 0 | 4260 | 22.48 | 5750 | 30.34 |
| 1990 | 188.5 | 97.8 | 100.0 | 376.9 | 0.0 | 0.0 | 0.00 | 2.00 | 0.0 | 2 | .0 | 183.9 | 0 | 3875 | 20.56 | 5240 | 27.80 |
| **NEW JERSEY LAWYER** | | | | | | | | | | | | | | | | | |
| 1991 | 18.0 | 99.9 | 100.0 | 0.8 | 100.0 | 0.0 | 10.00 | 10.50 | 100.0 | 6 | .0 | 16.0 | 0 | 1250 | 69.44 | 1750 | 97.22 |
| 1990 | 17.5 | 99.9 | 100.0 | 1.7 | 100.0 | 0.0 | 10.00 | 10.50 | 100.0 | 3 | .0 | 16.0 | 0 | 1250 | 71.43 | 1750 | 100.00 |
| **THE SCOTTISH RITE JOURNAL** | | | | | | | | | | | | | | | | | |
| 1991 | 466.6 | 99.0 | 100.0 | 512.5 | 0.1 | 0.0 | 0.00 | 4.00 | 0.0 | 12 | .0 | N.C. | N.A. | N.A. | | N.A. | |
| **SCOUTING** | | | | | | | | | | | | | | | | | |
| 1991 | 999.4 | 98.3 | 100.0 | 1154.1 | 100.0 | 0.0 | 0.60 | 2.00 | 44.4 | 6 | .0 | 900.0 | 0 | 8480 | 8.49 | 12415 | 12.42 |
| 1990 | 978.3 | 98.2 | 100.0 | 1140.1 | 100.0 | 0.0 | 0.60 | 2.00 | 44.4 | 6 | .0 | 900.0 | 0 | 7710 | 7.88 | 11285 | 11.54 |
| **V.F.W. MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 1966.3 | 98.6 | 100.0 | 2190.8 | 100.0 | 0.0 | 1.50 | 1.75 | 89.4 | 11 | .0 | N.C. | N.A. | 14000 | 7.12 | 17870 | 9.09 |
| 1990 | 1930.4 | 99.1 | 100.0 | 2161.3 | 100.0 | 0.0 | 1.50 | 1.75 | 89.4 | 11 | .0 | N.C. | N.A. | 13800 | 7.15 | 17350 | 8.99 |
| **GARDENING (HOME)** | | | | | | | | | | | | | | | | | |
| **FLOWER AND GARDEN** | | | | | | | | | | | | | | | | | |
| 1991 | 604.2 | 99.3 | 91.1 | 332.0 | 97.7 | 6.3 | 2.95 | 12.95 | 26.8 | 6 | 48.8 | 550.0 | 2 | 8690 | 14.38 | 12180 | 20.16 |
| 1990 | 582.5 | 99.5 | 97.1 | 350.8 | 20.7 | 0.0 | 2.00 | 8.00 | 33.3 | 6 | .0 | 550.0 | 0 | 9055 | 15.55 | 12685 | 21.78 |
| 1989 | 603.1 | 99.5 | 97.4 | 435.3 | 15.9 | 0.0 | 2.00 | 8.00 | 33.3 | 6 | .0 | 550.0 | 0 | 8015 | 13.29 | 11225 | 18.61 |
| 1988# | 610.6 | 99.5 | 98.0 | 348.2 | 20.9 | 0.0 | 2.00 | 8.00 | 33.3 | 6 | .0 | 550.0 | 0 | 6970 | 11.42 | 9760 | 15.98 |
| 1987# | 629.6 | 99.5 | 98.0 | 526.6 | 12.7 | 0.0 | 2.00 | 6.00 | 50.0 | 6 | .0 | 610.0 | 0 | 6585 | 10.46 | 9215 | 14.64 |



#See Special Notes - Page 8

## GARDENING (HOME) (cont.)

### HORTICULTURE, THE MAGAZINE OF AMERICAN GARDENING

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1991 | 260.1 | 96.8 | 94.0 | 224.0 | 13.0 | 0.6 | 2.50 | 24.00 | 4.0 | 10 | 1.9 | 260.0 | 5 | 7305 | 28.09 | 9625 | 37.01 |
| 1990 | 249.1 | 94.7 | 95.0 | 285.1 | 18.9 | 0.0 | 2.50 | 24.00 | 20.0 | 12 | 5.5 | 260.0 | 4 | 6640 | 26.66 | 8750 | 35.13 |

### NATIONAL GARDENING MAGAZINE

| | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1991 | 207.9 | 99.0 | 97.7 | 286.0 | 52.5 | 59.6 | 2.50 | 18.00 | 20.0- | 6 | .0 | 200.0 | 1 | 5500 | 26.46 | 7250 | 34.87 |

### ORGANIC GARDENING

| | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1991 | 931.3 | 93.1 | 98.4 | 937.5 | 3.7 | 83.7 | 2.75 | 25.00 | 1.0- | 9 | .0 | 700.0 | 0 | 13902 | 14.93 | 19215 | 20.63 |
| 1990 | 1034.9 | 92.4 | 98.6 | 965.5 | 1.3 | 92.1 | 2.75 | 25.00 | 1.0- | 9 | .0 | 1000.0 | 1 | 18050 | 17.44 | 24950 | 24.11 |
| 1989 | 1046.2 | 92.0 | 98.6 | 1047.3 | 43.7 | 89.8 | 1.95 | 18.00 | 16.1 | 11 | .0 | 1000.0 | 2 | 18050 | 17.25 | 24950 | 23.85 |
| 1988 | 1060.6 | 92.4 | 99.2 | 1297.7 | 16.4 | 91.7 | 1.75 | 13.97 | 33.5 | 12 | .0 | 1000.0 | 2 | 17695 | 16.68 | 24950 | 23.52 |
| 1987 | 1118.0 | 92.0 | 99.5 | 1273.2 | 27.8 | 92.9 | 1.75 | 12.97 | 38.2 | 12 | 23.7 | 1000.0 | 4 | 11235 | 10.05 | 16745 | 14.98 |

## GENERAL EDITORIAL

### AIR & SPACE/SMITHSONIAN

| | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1991 | 330.1 | 96.7 | 94.1 | 377.7 | 66.3 | 0.0 | 3.50 | 18.00 | 14.3 | 6 | .0 | 300.0 | 0 | 7875 | 23.86 | 11815 | 35.79 |
| 1990 | 313.6 | 96.3 | 94.1 | 387.4 | 69.2 | 0.6 | 3.50 | 18.00 | 14.3 | 6 | .0 | 300.0 | 1 | 7875 | 25.11 | 9845 | 31.39 |

### AMERICAN HERITAGE

| | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1991 | 288.9 | 98.5 | 97.3 | 335.7 | 68.9 | 39.6 | 4.50 | 27.00 | 25.0 | 8 | .0 | 285.0 | 0 | 8315 | 28.78 | 12890 | 44.62 |
| 1990 | 290.4 | 98.8 | 97.3 | 369.3 | 73.8 | 52.1 | 4.50 | 27.00 | 14.3 | 7 | .0 | 285.0 | 0 | 7770 | 26.76 | 12050 | 41.49 |
| 1989 | 279.7 | 98.7 | 97.0 | 409.7 | 75.8 | 50.2 | 4.50 | 27.04 | 24.9 | 8 | .0 | 275.0 | 0 | 7060 | 25.24 | 10950 | 39.15 |
| 1988 | 246.4 | 98.6 | 96.8 | 329.0 | 94.5 | 36.6 | 4.50 | 24.00 | 33.3 | 8 | .0 | 250.0 | 0 | 7060 | 28.65 | 10950 | 44.44 |
| 1987 | 215.4 | 98.7 | 95.6 | 393.0 | 58.8 | 49.7 | 4.50 | 24.00 | 23.8 | 7 | .0 | 225.0 | 0 | 5065 | 23.51 | 7875 | 36.56 |

### THE AMERICAN LEGION MAGAZINE

| | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1991 | 2959.9 | 98.5 | 100.0 | 2985.7 | 0.1 | 0.0 | 2.00 | 2.50 | 89.6 | 12 | .0 | 2850.0 | 0 | 22520 | 7.61 | 30555 | 10.32 |
| 1990 | 2907.4 | 98.7 | 99.9 | 3027.6 | 99.9 | 0.0 | 2.00 | 2.50 | 89.6 | 12 | .0 | 2850.0 | 0 | 20945 | 7.20 | 28420 | 9.78 |
| 1989 | 2851.1 | 98.8 | 100.0 | 3122.2 | 100.0 | 0.0 | 2.00 | 2.50 | 89.6 | 12 | .0 | 2700.0 | 0 | 19850 | 6.96 | 26935 | 9.45 |
| 1988# | 2776.4 | 98.8 | 100.0 | 2939.6 | 100.0 | 0.0 | 2.00 | 2.50 | 89.6 | 12 | .0 | 2650.0 | 0 | 19270 | 6.94 | 26150 | 9.42 |
| 1987 | 2729.2 | 98.7 | 100.0 | 2748.2 | 100.0 | 0.0 | 2.00 | 2.50 | 89.6 | 12 | .0 | 2500.0 | 0 | 17640 | 6.46 | 23940 | 8.77 |

### ARCHAEOLOGY MAGAZINE

| | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1991 | 148.1 | 96.2 | 91.5 | 163.4 | 37.7 | 0.6 | 4.50 | 20.00 | 25.9 | 6 | .1 | 140.0 | 0 | 3200 | 21.61 | 4625 | 31.23 |
| 1990 | 143.5 | 96.2 | 91.2 | 173.3 | 39.6 | 0.0 | 3.95 | 20.00 | 15.6 | 6 | .9 | 130.0 | 0 | 2995 | 20.87 | 4325 | 30.14 |

### THE ATLANTIC

| | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1991 | 463.1 | 93.4 | 90.1 | 347.6 | 27.1 | 10.8 | 2.95 | 15.94 | 55.0 | 12 | .0 | 450.0 | 0 | 14170 | 30.60 | 20800 | 44.91 |
| 1990 | 468.4 | 92.9 | 90.0 | 429.8 | 27.3 | 7.1 | 2.50 | 14.95 | 50.2 | 12 | .0 | 450.0 | 0 | 12960 | 27.67 | 19030 | 40.63 |
| 1989 | 466.5 | 92.6 | 89.2 | 395.6 | 32.3 | 5.8 | 2.50 | 14.95 | 50.2 | 12 | .0 | 450.0 | 0 | 12060 | 25.85 | 17700 | 37.94 |
| 1988 | 476.3 | 92.8 | 89.8 | 390.4 | 43.7 | 11.6 | 2.50 | 14.95 | 50.2 | 12 | .0 | 450.0 | 0 | 11200 | 23.51 | 16700 | 35.06 |
| 1987# | 465.6 | 93.3 | 89.8 | 359.1 | 81.7 | 14.9 | 2.00 | 9.95 | 58.5 | 12 | .0 | 450.0 | 0 | 10450 | 22.44 | 15700 | 33.72 |

#See Special Notes - Page 8

## GENERAL EDITORIAL (cont.)

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **CONSUMERS DIGEST** | | | | | | | | | | | | | | | | | |
| 1991 | 881.4 | 98.3 | 93.3 | 1195.7 | 4.4 | 0.2 | 2.50 | 15.97 | 6.5- | 6 | .0 | 800.0 | 0 | 14340 | 16.27 | 21500 | 24.39 |
| 1990 | 866.2 | 98.3 | 93.4 | 1168.2 | 3.3 | 4.8 | 2.50 | 15.97 | 6.5- | 6 | .0 | 775.0 | 0 | 12925 | 14.92 | 19380 | 22.37 |
| 1989 | 829.0 | 98.6 | 93.0 | 1087.5 | 3.1 | 0.0 | 2.25 | 15.97 | 18.3- | 6 | .0 | 750.0 | 0 | 11670 | 14.08 | 17495 | 21.10 |
| 1988 | 761.0 | 98.5 | 93.0 | 1063.6 | 2.2 | 0.0 | 2.00 | 15.97 | 33.1- | 6 | .0 | 750.0 | 0 | 11010 | 14.47 | 16505 | 21.69 |
| 1987# | 779.8 | 98.4 | 94.1 | 820.3 | 0.7 | 1.1 | 2.00 | 13.97 | 16.4- | 6 | 7.7 | 750.0 | 3 | 10385 | 13.32 | 15570 | 19.97 |
| **COUNTRY AMERICA*** | | | | | | | | | | | | | | | | | |
| 1991# | 709.8 | 99.1 | 91.0 | 694.1 | 9.7 | 0.0 | 2.50 | 14.97 | 40.1 | 10 | .0 | 750.0 | 0 | 19660 | 27.70 | 28080 | 39.56 |
| 1990# | 536.5 | 99.3 | 88.3 | 640.9 | 13.6 | 0.0 | 1.95 | 14.97 | 23.2 | 10 | .0 | 600.0 | 1 | 13978 | 26.05 | 19968 | 37.22 |
| **EBONY** | | | | | | | | | | | | | | | | | |
| 1991 | 1835.0 | 97.2 | 85.1 | 1366.6 | 59.? | 0.0 | 2.00 | 16.00 | 33.3 | 12 | 75.9 | 1750.0 | 0 | 28204 | 15.37 | 38103 | 20.76 |
| 1990 | 1849.1 | 96.1 | 84.8 | 1385.7 | 53.6 | 0.0 | 2.00 | 16.00 | 33.3 | 12 | 93.2 | 1750.0 | 0 | 25640 | 13.87 | 34639 | 18.73 |
| 1989# | 1805.5 | 97.7 | 85.3 | 1490.2 | 48.3 | 0.0 | 2.00 | 16.00 | 33.3 | 12 | 116.9 | 1750.0 | 1 | 25640 | 14.20 | 34639 | 19.19 |
| 1988 | 1755.1 | 97.1 | 86.6 | 1476.3 | 44.4 | 0.0 | 2.00 | 16.00 | 33.3 | 12 | 194.9 | 1700.0 | 0 | 23309 | 13.28 | 31490 | 17.94 |
| 1987 | 1758.0 | 97.2 | 86.4 | 1362.1 | 50.1 | 0.0 | 2.00 | 16.00 | 33.3 | 12 | 182.9 | 1700.0 | 1 | 23309 | 13.26 | 31490 | 17.91 |
| **GLOBE** | | | | | | | | | | | | | | | | | |
| 1991 | 1219.9 | 0.0 | 4.1 | 54.6 | 1.2 | 0.0 | 0.99 | 29.75 | 43.3 | 53 | .0 | 1300.0 | 41 | 13594 | 11.14 | 17289 | 14.17 |
| 1990 | 1200.5 | 0.0 | 4.2 | 58.2 | 1.2 | 0.0 | 0.79 | 22.00 | 100.0 | 26 | .0 | 1400.0 | 49 | 12285 | 10.23 | 16311 | 13.59 |
| **GRIT** | | | | | | | | | | | | | | | | | |
| 1991 | 343.5 | 99.5 | 98.0 | 696.9 | 2.8 | 20.0 | 1.50 | 19.99 | 66.7 | 40 | .0 | N.C. | N.A. | 5795 | 16.87 | 8045 | 23.42 |
| 1990 | 410.7 | 99.5 | 92.8 | 956.4 | 0.7 | 37.6 | 0.75 | 29.99 | 21.6 | 51 | 5.1 | N.C. | N.A. | 8325 | 20.27 | 10575 | 25.75 |
| 1989 | 509.9 | 99.3 | 93.4 | 1181.6 | 0.3 | 34.5 | 0.75 | 29.99 | 24.6 | 53 | 14.2 | N.C. | N.A. | 8628 | 16.92 | 10978 | 21.53 |
| 1988 | 545.1 | 99.6 | 92.3 | 989.9 | 0.3 | 24.4 | 0.75 | 26.95 | 30.9 | 52 | 99.8 | N.C. | N.A. | 8297 | 15.22 | 11158 | 20.47 |
| 1987 | 561.5 | 99.6 | 89.4 | 998.0 | 0.2 | 22.8 | 0.75 | 26.95 | 30.9 | 52 | 6.7 | N.C. | N.A. | 8500 | 15.14 | 10740 | 19.13 |
| **HARPER'S MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 202.0 | 88.3 | 83.9 | 200.0 | 16.2 | 0.0 | 2.95 | 18.00 | 49.2 | 12 | .0 | 190.0 | 0 | 6925 | 34.28 | 10756 | 53.25 |
| 1990 | 203.7 | 89.8 | 82.3 | 237.7 | 29.0 | 0.0 | 2.50 | 18.00 | 40.0 | 12 | .0 | 190.0 | 0 | 5630 | 27.64 | 8745 | 42.93 |
| 1989# | 189.7 | 91.7 | 81.7 | 204.9 | 31.1 | 0.0 | 2.00 | 18.00 | 25.0 | 12 | .0 | 190.0 | 0 | 5360 | 28.26 | 8330 | 43.91 |
| 1988# | 184.2 | 89.6 | 81.6 | 180.7 | 38.0 | 0.0 | 2.00 | 18.00 | 25.0 | 12 | .0 | 180.0 | 0 | 4870 | 26.44 | 7570 | 41.10 |
| 1987# | 185.5 | 92.0 | 81.8 | 163.8 | 36.8 | 0.2 | 2.00 | 18.00 | 25.0 | 12 | .0 | 165.0 | 0 | 4330 | 23.34 | 6740 | 36.33 |
| **KIPLINGER'S PERSONAL FINANCE MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 1118.8 | 98.4 | 96.6 | 1046.6 | 19.2 | 26.9 | 2.50 | 18.00 | 40.0 | 12 | .0 | 1000.0 | 0 | 21855 | 19.53 | 31055 | 27.76 |
| 1990 | 1159.9 | 98.4 | 97.3 | 904.9 | 24.1 | 23.8 | 2.50 | 18.00 | 40.0 | 12 | .0 | 1000.0 | 0 | 20235 | 17.45 | 28755 | 24.79 |
| 1989 | 1182.6 | 98.5 | 97.2 | 986.1 | 26.0 | 66.2 | 2.50 | 18.00 | 40.0 | 12 | 5.2 | 1000.0 | 0 | 19000 | 16.07 | 27000 | 22.83 |
| 1988# | 1116.4 | 98.6 | 97.1 | 1082.2 | 69.0 | 81.1 | 2.50 | 18.00 | 40.0 | 12 | 21.4 | 1000.0 | 1 | 18000 | 16.12 | 25500 | 22.84 |
| 1987 | 1385.2 | 98.7 | 97.3 | 1589.5 | 31.5 | 91.0 | 2.50 | 15.00 | 50.0 | 12 | 25.3 | 1350.0 | 0 | 20125 | 14.53 | 30000 | 21.66 |



*See Special Notes - Page 7
#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **LIFE** | | | | | | | | | | | | | | | | | |
| 1991 | 1863.2 | 90.0 | 72.3 | 1727.1 | 28.4 | 55.4 | 2.95 | 35.00 | 15.3 | 14 | 20.7 | 1700.0 | 0 | 54110 | 29.04 | 69820 | 37.47 |
| 1990 | 1779.0 | 89.7 | 70.5 | 1503.3 | 53.3 | 57.9 | 2.95 | 32.50 | 21.3 | 14 | 20.3 | 1700.0 | 2 | 49520 | 27.84 | 65560 | 36.85 |
| 1989 | 1743.3 | 91.0 | 66.9 | 1499.9 | 64.0 | 46.5 | 2.95 | 32.50 | 21.3 | 14 | 17.6 | 1700.0 | 6 | 47160 | 27.05 | 62440 | 35.82 |
| 1988# | 1808.0 | 91.2 | 66.2 | 1670.7 | 68.2 | 52.3 | 2.50 | 32.50 | 7.1 | 14 | 10.7 | 1700.0 | 3 | 44910 | 24.84 | 59470 | 32.89 |
| 1987# | 1663.3 | 92.8 | 61.8 | 1200.3 | 65.0 | 43.2 | 2.50 | 32.50 | 0.0 | 13 | 5.2 | 1600.0 | 4 | 39630 | 23.83 | 52470 | 31.55 |
| **MONEY** | | | | | | | | | | | | | | | | | |
| 1991 | 1897.7 | 97.9 | 83.8 | 2351.4 | 51.4 | 66.6 | 2.95 | 35.95 | 6.3 | 13 | 2.3 | 1800.0 | 0 | 47430 | 24.99 | 73580 | 38.77 |
| 1990 | 1935.4 | 98.2 | 84.9 | 2344.5 | 62.2 | 61.9 | 2.95 | 33.95 | 11.5 | 13 | 1.6 | 1800.0 | 0 | 43795 | 22.63 | 68510 | 35.40 |
| 1989 | 1825.5 | 98.1 | 84.5 | 2576.2 | 63.1 | 60.1 | 2.95 | 33.95 | 4.1 | 12 | 20.6 | 1800.0 | 0 | 40735 | 22.31 | 63720 | 34.91 |
| 1988 | 1816.7 | 98.0 | 83.3 | 1979.6 | 69.2 | 65.3 | 2.95 | 31.95 | 16.7 | 13 | 20.4 | 1800.0 | 0 | 38285 | 21.07 | 59885 | 32.96 |
| 1987# | 1847.8 | 98.1 | 82.4 | 1988.8 | 67.3 | 71.6 | 2.95 | 31.95 | 16.7 | 13 | 1.1 | 1700.0 | 0 | 34595 | 18.72 | 54130 | 29.29 |
| **MOTHER JONES** | | | | | | | | | | | | | | | | | |
| 1991 | 130.1 | 90.0 | 83.5 | 67.3 | 6.8 | 9.0 | 2.95 | 24.00 | 35.6- | 6 | 20.5 | 110.0 | 4 | 3170 | 24.37 | 4560 | 35.05 |
| 1990# | 176.5 | 90.6 | 89.8 | 88.5 | 6.8 | 20.7 | 2.95 | 24.00 | 16.2- | 7 | 13.3 | 165.0 | 7 | 4310 | 24.42 | 6318 | 35.80 |
| **NATIONAL ENQUIRER** | | | | | | | | | | | | | | | | | |
| 1991 | 3733.0 | 88.7 | 10.0 | 441.9 | 76.3 | 0.0 | 0.95 | 29.75 | 40.9 | 53 | .0 | 4000.0 | 47 | 39500 | 10.58 | 49800 | 13.34 |
| 1990 | 3911.4 | 88.9 | 10.0 | 460.1 | 77.7 | 0.0 | 0.85 | 29.75 | 32.7 | 52 | .0 | 4100.0 | 41 | 37430 | 9.57 | 47200 | 12.07 |
| 1989 | 4161.7 | 88.9 | 10.7 | 460.6 | 82.5 | 0.0 | 0.85 | 29.75 | 32.7 | 52 | .0 | 4100.0 | 40 | 34600 | 8.31 | 43700 | 10.50 |
| 1988 | 4294.7 | 89.7 | 10.5 | 544.9 | 99.9 | 0.0 | 0.75 | 19.95 | 48.8 | 52 | .0 | 4450.0 | 39 | 32180 | 7.49 | 40570 | 9.45 |
| 1987 | 4421.8 | 89.6 | 9.9 | 519.3 | 100.0 | 0.0 | 0.75 | 19.95 | 48.8 | 52 | .0 | 4450.0 | 30 | 32180 | 7.28 | 40570 | 9.17 |
| **NATIONAL EXAMINER** | | | | | | | | | | | | | | | | | |
| 1991 | 763.9 | 0.0 | 2.5 | 23.3 | 1.0 | 0.0 | 0.99 | 29.75 | 43.3 | 53 | .0 | 850.0 | 45 | 7833 | 10.25 | 9960 | 13.04 |
| 1990 | 805.3 | 0.0 | 2.2 | 21.2 | 1.6 | 0.0 | 0.79 | 22.00 | 7.1- | 26 | .0 | 1000.0 | 46 | 7390 | 9.18 | 9397 | 11.67 |
| **NATIONAL GEOGRAPHIC MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 9842.4 | 76.7 | 99.1 | 9133.0 | 0.9 | 1.9 | 2.65 | 21.00 | 34.0 | 12 | 122.1 | 9472.0 | 0 | 107140 | 10.89 | 139280 | 14.15 |
| 1990 | 10186.3 | 77.1 | 99.2 | 9580.7 | 97.6 | 0.1 | 2.65 | 21.00 | 34.0 | 12 | 54.2 | 10125.0 | 5 | 107140 | 10.52 | 139280 | 13.67 |
| 1989 | 10860.0 | 78.3 | 99.3 | 10288.9 | 100.0 | 0.3 | 2.25 | 21.00 | 22.2 | 12 | 36.7 | 10481.0 | 0 | 107140 | 9.87 | 139280 | 12.83 |
| 1988 | 10545.7 | 79.7 | 99.4 | 10346.5 | 100.0 | 0.0 | 2.25 | 18.00 | 33.3 | 12 | 33.6 | 10280.0 | 0 | 100240 | 9.51 | 130315 | 12.36 |
| 1987 | 10480.0 | 80.4 | 99.4 | 10440.3 | 100.0 | 0.0 | 2.25 | 18.00 | 33.3 | 12 | 38.6 | 10200.0 | 0 | 94620 | 9.03 | 123000 | 11.74 |
| **NATURAL HISTORY** | | | | | | | | | | | | | | | | | |
| 1991 | 515.1 | 97.0 | 99.0 | 453.6 | 0.0 | 4.3 | 2.95 | 25.00 | 29.4 | 12 | .0 | 510.0 | 0 | 12150 | 23.59 | 17770 | 34.50 |
| 1990 | 519.6 | 96.8 | 98.8 | 395.6 | 0.0 | 6.3 | 2.50 | 22.00 | 26.7 | 12 | .0 | 510.0 | 0 | 11260 | 21.67 | 16470 | 31.70 |
| 1989# | 514.5 | 97.0 | 98.4 | 389.1 | 100.0 | 5.6 | 2.50 | 22.00 | 26.7 | 12 | .0 | 510.0 | 0 | 10730 | 20.86 | 15695 | 30.51 |
| 1988# | 520.1 | 97.0 | 98.2 | 451.0 | 100.0 | 5.6 | 2.50 | 22.00 | 26.7 | 12 | .0 | 505.0 | 0 | 10225 | 19.66 | 14955 | 28.75 |
| 1987# | 515.5 | 97.7 | 98.8 | 423.6 | 88.3 | 7.1 | 2.50 | 20.00 | 33.3 | 12 | .0 | 500.0 | 0 | 9745 | 18.90 | 14250 | 27.64 |

#See Special Notes - Page 8

## GENERAL EDITORIAL (cont.)

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **THE NEW YORKER** | | | | | | | | | | | | | | | | | |
| 1991 | 621.5 | 94.7 | 96.2 | 584.7 | 42.5 | 2.9 | 1.75 | 32.00 | 64.8 | 52 | .0 | 600.0 | 0 | 17980 | 28.93 | 28300 | 45.54 |
| 1990 | 618.4 | 94.5 | 96.0 | 554.5 | 44.0 | 2.2 | 1.75 | 32.00 | 65.5 | 53 | .0 | 575.0 | 0 | 20240 | 32.73 | 32275 | 52.19 |
| 1989 | 615.1 | 94.5 | 95.6 | 584.5 | 45.2 | 1.0 | 1.75 | 32.00 | 64.8 | 52 | .0 | 550.0 | 0 | 17925 | 29.14 | 28585 | 46.47 |
| 1988 | 623.0 | 94.2 | 95.3 | 577.4 | 48.9 | 3.5 | 1.75 | 32.00 | 64.8 | 52 | .0 | 545.0 | 0 | 16295 | 26.16 | 25985 | 41.71 |
| 1987 | 579.4 | 94.2 | 95.0 | 582.1 | 50.8 | 3.5 | 1.75 | 32.00 | 64.8 | 52 | .0 | 525.0 | 0 | 14950 | 25.80 | 23840 | 41.15 |
| **PRIVATE CLUBS** | | | | | | | | | | | | | | | | | |
| 1991 | 181.1 | 97.6 | 100.0 | 209.1 | 13.2 | 0.0 | 3.00 | 12.00 | 33.3 | 6 | .0 | 155.0 | 0 | 6450 | 35.62 | 8525 | 47.07 |
| 1990 | 170.6 | 97.5 | 100.0 | 192.9 | 3.6 | 0.0 | 3.00 | 12.00 | 33.3 | 6 | .0 | 150.0 | 0 | 5500 | 32.24 | 7250 | 42.50 |
| **READER'S DIGEST** | | | | | | | | | | | | | | | | | |
| 1991 | 16287.8 | 98.8 | 94.1 | 16869.9 | 30.5 | 14.3 | 2.15 | 20.93 | 18.9 | 12 | 410.6 | 16250.0 | 5 | 112660 | 6.92 | 131000 | 8.04 |
| 1990 | 16330.7 | 98.7 | 94.5 | 16641.5 | 31.4 | 14.2 | 1.97 | 19.93 | 15.7 | 12 | 187.9 | 16250.0 | 3 | 103720 | 6.35 | 124730 | 7.64 |
| 1989 | 16388.9 | 99.0 | 94.3 | 17741.6 | 27.8 | 13.5 | 1.89 | 18.46 | 18.6 | 12 | 127.7 | 16250.0 | 4 | 100700 | 6.14 | 121100 | 7.39 |
| 1988 | 16708.3 | 98.7 | 94.1 | 16876.9 | 30.0 | 13.3 | 1.89 | 17.93 | 20.9 | 12 | 152.0 | 16250.0 | 0 | 95900 | 5.74 | 115300 | 6.90 |
| 1987 | 16708.1 | 98.7 | 94.8 | 18164.7 | 27.9 | 11.1 | 1.79 | 16.93 | 21.2 | 12 | 76.3 | 16250.0 | 0 | 91350 | 5.47 | 109830 | 6.57 |
| **THE ROBB REPORT** | | | | | | | | | | | | | | | | | |
| 1991 | 39.8 | 86.9 | 50.7 | 19.8 | 15.8 | 2.4 | 6.00 | 65.00 | 9.7 | 12 | .0 | N.C. | N.A. | 6080 | 152.76 | 7275 | 182.79 |
| 1990 | 48.1 | 87.0 | 46.2 | 14.4 | 5.9 | 15.9 | 6.00 | 65.00 | 80.6- | 6 | .0 | N.C. | N.A. | 5425 | 112.79 | 6495 | 135.03 |
| **THE SATURDAY EVENING POST** | | | | | | | | | | | | | | | | | |
| 1991 | 474.1 | 97.7 | 90.9 | 330.4 | 10.3 | 0.0 | 2.50 | 13.97 | 20.2 | 7 | .0 | 525.0 | 7 | 11011 | 23.23 | 14414 | 30.40 |
| 1990 | 555.3 | 97.4 | 91.3 | 384.9 | 56.4 | 11.1 | 2.25 | 13.97 | 22.4 | 8 | .0 | 570.0 | 6 | 11489 | 20.69 | 14935 | 26.90 |
| 1989 | 582.9 | 97.7 | 88.3 | 487.0 | 98.8 | 16.2 | 2.25 | 12.97 | 27.9 | 8 | .0 | 570.0 | 2 | 10623 | 18.22 | 13772 | 23.63 |
| 1988 | 611.8 | 98.0 | 88.7 | 569.6 | 98.2 | 50.6 | 1.95 | 12.97 | 26.1 | 9 | .0 | 600.0 | 4 | 10623 | 17.36 | 13772 | 22.51 |
| 1987# | 612.2 | 96.7 | 85.0 | 494.3 | 99.4 | 1.4 | 1.95 | 12.97 | 26.1 | 9 | .0 | 600.0 | 2 | 10623 | 17.35 | 13772 | 22.50 |
| **SMITHSONIAN** | | | | | | | | | | | | | | | | | |
| 1991 | 2172.3 | 98.0 | 99.5 | 2829.9 | 0.2 | 0.0 | 3.00 | 16.00 | 55.6 | 12 | 10.0 | 2100.0 | 1 | 35400 | 16.30 | 53100 | 24.44 |
| 1990 | 2265.3 | 98.0 | 99.3 | 2800.2 | 0.6 | 0.0 | 2.50 | 20.00 | 33.3 | 12 | 14.9 | 2100.0 | 0 | 33715 | 14.88 | 50570 | 22.32 |
| 1989 | 2333.3 | 98.0 | 99.4 | 3072.3 | 99.9 | 0.0 | 2.50 | 16.00 | 46.7 | 12 | 4.3 | 2100.0 | 0 | 31510 | 13.50 | 47260 | 20.25 |
| 1988 | 2271.4 | 97.9 | 99.5 | 3163.1 | 78.8 | 0.0 | 2.50 | 16.00 | 46.7 | 12 | 5.7 | 2100.0 | 0 | 31510 | 13.87 | 47260 | 20.81 |
| 1987 | 2272.7 | 97.9 | 99.6 | 2850.8 | 60.4 | 0.0 | 2.50 | 16.00 | 46.7 | 12 | 16.8 | 2100.0 | 0 | 30010 | 13.20 | 45010 | 19.80 |
| **SPY** | | | | | | | | | | | | | | | | | |
| 1991 | 146.3 | 90.5 | 54.6 | 87.9 | 37.2 | 0.0 | 2.95 | 14.75 | 50.0 | 10 | 10.6 | 150.0 | 5 | 7188 | 49.13 | 10783 | 73.70 |
| 1990 | 141.5 | 91.4 | 53.2 | 60.8 | 63.4 | 0.0 | 2.95 | 19.95 | 43.6 | 12 | 5.2 | 165.0 | 12 | 8986 | 63.51 | 13478 | 95.25 |
| **STAR** | | | | | | | | | | | | | | | | | |
| 1991 | 3154.0 | 88.6 | 10.5 | 377.4 | 92.5 | 0.0 | 0.95 | 37.44 | 25.6 | 53 | .0 | 3500.0 | 52 | 33450 | 10.61 | 40300 | 12.78 |
| 1990 | 3523.6 | 89.2 | 13.3 | 702.8 | 64.6 | 0.0 | 0.85 | 37.44 | 15.3 | 52 | .0 | 3500.0 | 19 | 30950 | 8.78 | 37300 | 10.59 |
| 1989 | 3575.6 | 89.1 | 11.5 | 610.6 | 38.9 | 0.0 | 0.79 | 37.44 | 8.9 | 52 | .0 | 3500.0 | 9 | 28255 | 7.90 | 34860 | 9.75 |
| 1988 | 3652.9 | 89.6 | 13.1 | 736.8 | 0.9 | 0.0 | 0.75 | 32.00 | 17.9 | 52 | .0 | 3500.0 | 8 | 26160 | 7.16 | 32280 | 8.84 |
| 1987 | 3757.0 | 90.4 | 12.5 | 838.0 | 0.2 | 0.0 | 0.75 | 32.00 | 17.9 | 52 | .0 | 3500.0 | 10 | 24680 | 6.57 | 30450 | 8.10 |



#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **GENERAL EDITORIAL (cont.)** | | | | | | | | | | | | | | | | | |
| **TOWN & COUNTRY** | | | | | | | | | | | | | | | | | |
| 1991 | 449.1 | 96.1 | 87.6 | 453.3 | 18.3 | 0.0 | 3.00 | 24.00 | 33.3 | 12 | 3.0 | 440.0 | 1 | 24870 | 55.38 | 32010 | 71.28 |
| 1990# | 438.8 | 96.1 | 84.1 | 406.7 | 21.3 | 0.0 | 3.00 | 24.00 | 33.3 | 12 | .0 | 440.0 | 0 | 21125 | 48.14 | 27190 | 61.96 |
| 1989# | 422.1 | 95.6 | 80.6 | 363.3 | 28.1 | 0.0 | 3.00 | 24.00 | 33.3 | 12 | .0 | 400.0 | 0 | 18335 | 43.44 | 23600 | 55.91 |
| 1988 | 422.4 | 95.4 | 79.0 | 339.4 | 32.2 | 0.0 | 3.00 | 24.00 | 33.3 | 12 | .0 | 400.0 | 0 | 16090 | 38.09 | 20715 | 49.04 |
| 1987 | 418.6 | 95.0 | 77.6 | 352.3 | 33.5 | 0.0 | 3.00 | 24.00 | 33.3 | 12 | .0 | 400.0 | 0 | 15175 | 36.25 | 19540 | 46.68 |
| **UTNE READER** | | | | | | | | | | | | | | | | | |
| 1991 | 250.5 | 94.2 | 86.3 | 347.0 | 88.0 | 0.0 | 4.00 | 18.00 | 25.0 | 6 | .0 | 240.0 | 1 | 7120 | 28.42 | 10325 | 41.22 |
| 1990 | 206.9 | 92.9 | 88.4 | 320.6 | 3.6 | 1.4 | 4.00 | 24.00 | 0.0 | 6 | .0 | 200.0 | 1 | 6470 | 31.27 | 9385 | 45.36 |
| **VANITY FAIR** | | | | | | | | | | | | | | | | | |
| 1991# | 902.5 | 92.7 | 65.2 | 752.9 | 39.4 | 0.0 | 2.50 | 15.00 | 50.0 | 12 | .0 | 700.0 | 0 | 29180 | 32.33 | 43740 | 48.47 |
| 1990 | 769.4 | 90.7 | 65.6 | 551.4 | 52.1 | 0.0 | 2.50 | 15.00 | 50.0 | 12 | .0 | 600.0 | 0 | 25000 | 32.49 | 37490 | 48.73 |
| 1989 | 712.9 | 91.2 | 63.3 | 517.4 | 85.6 | 0.0 | 2.50 | 12.00 | 60.0 | 12 | .0 | 500.0 | 0 | 20830 | 29.22 | 31240 | 43.82 |
| 1988 | 628.3 | 92.2 | 68.5 | 439.8 | 85.9 | 0.1 | 2.00 | 12.00 | 50.0 | 12 | .0 | 400.0 | 0 | 16660 | 26.52 | 24990 | 39.77 |
| 1987 | 537.9 | 94.2 | 69.6 | 506.2 | 67.1 | 1.2 | 2.00 | 12.00 | 50.0 | 12 | .0 | 375.0 | 0 | 14730 | 27.38 | 22100 | 41.09 |
| **WORLD MONITOR** | | | | | | | | | | | | | | | | | |
| 1991 | 226.4 | 90.8 | 96.6 | 392.2 | 1.2 | 0.0 | 2.50 | 29.94 | 0.2 | 12 | 2.0 | 200.0 | 3 | 7650 | 33.79 | 11500 | 50.80 |
| 1990 | 248.1 | 97.9 | 99.0 | 482.0 | 0.8 | 0.4 | 3.50 | 29.94 | | 12 | 21.6 | 250.0 | 6 | 7000 | 28.21 | 10500 | 42.32 |
| **WORLD PRESS REVIEW** | | | | | | | | | | | | | | | | | |
| 1991 | 76.4 | 94.5 | 96.5 | 75.7 | 14.7 | 0.0 | 2.95 | 24.97 | 29.5 | 12 | 2.9 | 75.0 | 5 | 3770 | 49.35 | 4830 | 63.22 |
| 1990 | 74.4 | 93.9 | 95.9 | 108.2 | 10.4 | 0.0 | 2.95 | 24.97 | 29.5 | 12 | .0 | 66.0 | 2 | 3420 | 45.97 | 4390 | 59.01 |
| **YANKEE** | | | | | | | | | | | | | | | | | |
| 1991# | 840.2 | 98.9 | 94.3 | 851.6 | 25.2 | 52.2 | 1.95 | 22.00 | 6.0 | 12 | 20.8 | 750.0 | 5 | 13550 | 16.13 | 18150 | 21.60 |
| 1990 | 1004.1 | 99.0 | 95.1 | 1068.8 | 40.9 | 60.3 | 1.95 | 19.95 | 14.7 | 12 | 87.7 | 1000.0 | 4 | 15900 | 15.84 | 21300 | 21.21 |
| 1989 | 1001.9 | 98.9 | 94.6 | 1156.2 | 43.1 | 70.0 | 1.95 | 19.95 | 14.7 | 12 | 70.3 | 1000.0 | 4 | 13470 | 13.44 | 18000 | 17.97 |
| 1988 | 1003.6 | 98.8 | 93.8 | 1178.8 | 46.6 | 60.0 | 1.95 | 19.95 | 14.7 | 12 | 41.2 | 1000.0 | 4 | 12245 | 12.20 | 16405 | 16.35 |
| 1987# | 1001.1 | 98.9 | 93.3 | 1117.8 | 52.8 | 48.8 | 1.95 | 18.00 | 23.1 | 12 | 17.5 | 1000.0 | 4 | 11660 | 11.65 | 15625 | 15.61 |
| **GROUP BUYING OPPORTUNITIES** | | | | | | | | | | | | | | | | | |
| **LEARNING 92** | | | | | | | | | | | | | | | | | |
| 1991 | 296.0 | 95.0 | 100.0 | 312.6 | 8.9 | 34.5 | 3.00 | 18.00 | 33.3 | 9 | 21.4 | N.C. | N.A. | 9790 | 33.07 | 11940 | 40.34 |
| 1990 | 303.6 | 95.2 | 100.0 | 314.5 | 10.1 | 28.5 | 3.00 | 18.00 | 33.3 | 9 | 30.4 | N.C. | N.A. | 9790 | 32.25 | 11940 | 39.33 |

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % at Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Paid Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **HEALTH** | | | | | | | | | | | | | | | | | |
| **AMERICAN HEALTH-FITNESS OF BODY AND MIND** | | | | | | | | | | | | | | | | | |
| 1991 | 830.0 | 98.3 | 92.6 | 874.7 | 8.7 | 0.0 | 1.95 | 14.95 | 23.3 | 10 | .0 | 800.0 | 0 | 16630 | 20.04 | 22980 | 27.69 |
| 1990 | 839.0 | 98.0 | 94.8 | 602.9 | 30.1 | 0.0 | 1.95 | 14.95 | 23.3 | 10 | 54.7 | 800.0 | 2 | 14845 | 17.69 | 20520 | 24.46 |
| 1989 | 1024.4 | 97.9 | 93.5 | 614.8 | 66.7 | 0.0 | 1.95 | 14.95 | 23.3 | 10 | 10.7 | 1000.0 | 3 | 15275 | 14.91 | 21110 | 20.61 |
| 1988 | 966.8 | 97.8 | 92.6 | 874.1 | 48.0 | 0.0 | 1.95 | 14.95 | 23.3 | 10 | .0 | 900.0 | 0 | 14340 | 14.83 | 19820 | 20.50 |
| 1987# | 864.1 | 97.6 | 91.9 | 940.3 | 48.6 | 0.0 | 2.00 | 14.95 | 25.3 | 10 | .0 | 900.0 | 0 | 13840 | 16.02 | 19130 | 22.14 |
| **CHANGES-THE NATION'S LEADING SELF-HELP MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 27.0 | 95.9 | 79.9 | 19.0 | 65.4 | 0.0 | 3.75 | 18.00 | 20.0 | 6 | .0 | N.C. | N.A. | 1485 | 55.00 | 1885 | 69.81 |
| 1990 | 27.6 | 97.3 | 79.6 | 24.5 | 99.7 | 0.1 | 3.75 | 18.00 | 60.0- | 3 | .0 | N.C. | N.A. | 1485 | 53.80 | 1885 | 68.30 |
| **DIABETES SELF-MANAGEMENT** | | | | | | | | | | | | | | | | | |
| 1991 | 159.6 | 99.4 | 100.0 | 248.7 | 0.4 | 0.0 | 3.50 | 21.00 | 0.0 | 6 | .0 | 150.0 | 2 | 8500 | 53.26 | 10100 | 63.28 |
| 1990 | 138.7 | 99.4 | 100.0 | 183.5 | 0.6 | 0.0 | 3.00 | 18.00 | 0.0 | 6 | .0 | 150.0 | 0 | 8500 | 61.28 | 9700 | 69.94 |
| **HEALTH** | | | | | | | | | | | | | | | | | |
| 1991 | 696.4 | 96.3 | 97.3 | 1168.9 | 1.8 | 5.2 | 2.50 | 18.00 | 2.9- | 7 | .0 | 675.0 | | 18080 | 25.96 | 25110 | 36.06 |
| 1990 | 530.7 | 97.0 | 96.1 | 766.5 | 5.5 | 0.0 | 3.00 | 18.00 | 100.0- | 3 | .0 | 525.0 | 0 | 13805 | 26.01 | 19175 | 36.13 |
| **LONGEVITY*** | | | | | | | | | | | | | | | | | |
| 1991 | 335.0 | 92.9 | 83.7 | 326.4 | 16.4 | 0.0 | 2.95 | 17.97 | 49.2 | 12 | .0 | 300.0 | 0 | 5345 | 15.96 | 7325 | 21.87 |
| 1990 | 313.7 | 91.9 | 85.0 | 440.3 | 12.7 | 0.9 | 3.00 | 17.97 | 0.2 | 12 | .0 | 250.0 | 1 | 4905 | 15.64 | 6720 | 21.42 |
| **PREVENTION** | | | | | | | | | | | | | | | | | |
| 1991 | 3157.1 | 93.0 | 86.7 | 3218.2 | 40.6 | 91.6 | 1.95 | 16.97 | 27.5 | 12 | .0 | 3000.0 | 0 | 31955 | 10.12 | 41865 | 13.26 |
| 1990 | 3023.9 | 94.4 | 88.7 | 3013.3 | 35.8 | 88.0 | 1.95 | 15.97 | 31.0 | 12 | .0 | 3000.0 | 6 | 29585 | 9.78 | 38760 | 12.82 |
| 1989 | 3148.4 | 94.3 | 88.6 | 3135.2 | 52.8 | 86.1 | 1.95 | 15.97 | 31.8 | 12 | .0 | 3000.0 | 0 | 27910 | 8.86 | 36565 | 11.61 |
| 1988# | 3055.8 | 94.2 | 91.0 | 3284.9 | 66.0 | 84.6 | 1.50 | 13.97 | 22.4 | 12 | .0 | 2900.0 | 0 | 25680 | 8.40 | 33630 | 11.01 |
| 1987# | 2866.3 | 93.4 | 92.6 | 2994.5 | 88.0 | 90.2 | 1.50 | 13.97 | 22.4 | 12 | .0 | 2850.0 | 2 | 23810 | 8.31 | 31195 | 10.88 |
| **THE WALKING MAGAZINE*** | | | | | | | | | | | | | | | | | |
| 1991 | 432.1 | 94.6 | 92.7 | 362.2 | 64.4 | 6.0 | 2.95 | 12.00 | 32.2 | 6 | 9.7 | 430.0 | 1 | 12040 | 27.86 | 15050 | 34.83 |
| 1990 | 437.7 | 96.0 | 93.9 | 396.8 | 19.3 | 8.8 | 2.95 | 12.00 | 18.6 | 5 | .0 | 430.0 | 3 | 11465 | 26.19 | 14335 | 32.75 |
| 1989 | 399.3 | 97.3 | 89.6 | 410.7 | 4.8 | 1.2 | 2.95 | 12.00 | 32.2 | 6 | .0 | 420.0 | 2 | 11200 | 28.05 | 14000 | 35.06 |
| 1988 | 321.7 | 98.0 | 88.3 | 362.0 | 5.1 | 1.8 | 2.95 | 12.00 | 18.6 | 5 | .0 | N.C. | 0 | 14000 | 43.52 | 17500 | 54.40 |
| **HISTORY** | | | | | | | | | | | | | | | | | |
| **MILITARY HISTORY** | | | | | | | | | | | | | | | | | |
| 1991 | 137.9 | 91.8 | 78.5 | 100.2 | 87.6 | 4.4 | 2.95 | 16.95 | 91.5- | 3 | .0 | N.C. | N.A. | 2825 | 20.49 | 4240 | 30.75 |
| **HOME SERVICE & HOME** | | | | | | | | | | | | | | | | | |
| **ARCHITECTURAL DIGEST** | | | | | | | | | | | | | | | | | |
| 1991 | 626.3 | 89.7 | 82.3 | 765.6 | 35.0 | 43.2 | 5.00 | 39.95 | 33.4 | 12 | .0 | 625.0 | 4 | 23100 | 36.88 | 32000 | 51.09 |
| 1990 | 632.0 | 90.2 | 81.5 | 888.2 | 32.0 | 41.9 | 5.00 | 39.95 | 33.4 | 12 | 3.8 | 625.0 | 2 | 23100 | 36.55 | 32000 | 50.63 |
| 1989 | 632.7 | 89.9 | 81.4 | 861.9 | 34.5 | 53.4 | 4.50 | 39.95 | 26.0 | 12 | 1.0 | 625.0 | 1 | 21750 | 34.38 | 30200 | 47.73 |
| 1988 | 661.1 | 90.6 | 82.6 | 756.9 | 39.5 | 48.0 | 4.50 | 39.95 | 26.0 | 12 | .0 | 625.0 | 0 | 20520 | 31.04 | 28490 | 43.09 |
| 1987 | 649.6 | 91.5 | 84.1 | 855.8 | 33.3 | 53.8 | 4.50 | 39.95 | 26.0 | 12 | .0 | 625.0 | 0 | 19360 | 29.80 | 26880 | 41.38 |

*See Special Notes - Page 7
#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **BETTER HOMES AND GARDENS** | | | | | | | | | | | | | | | | | |
| 1991 | 8003.0 | 98.6 | 93.6 | 4855.9 | 6.6 | 0.0 | 1.95 | 16.00 | 31.6 | 12 | .0 | 8000.0 | 6 | 112890 | 14.11 | 136500 | 17.06 |
| 1990 | 8005.1 | 98.8 | 93.5 | 5796.9 | 1.2 | 0.0 | 1.75 | 16.00 | 23.8 | 12 | .0 | 8000.0 | 5 | 104620 | 13.07 | 126500 | 15.80 |
| 1989 | 8016.2 | 98.5 | 92.8 | 5628.0 | 1.0 | 0.0 | 1.50 | 14.97 | 16.8 | 12 | .0 | 8000.0 | 4 | 98415 | 12.28 | 119000 | 14.84 |
| 1988 | 8147.8 | 98.6 | 92 3 | 5682.4 | 1.5 | 0.0 | 1.50 | 14.00 | 22.2 | 12 | .0 | 8000.0 | 1 | 91325 | 11.21 | 110465 | 13.56 |
| 1987 | 8053.1 | 98.6 | 92 6 | 6552.8 | 3.4 | 0.0 | 1.50 | 14.00 | 22.2 | 12 | .0 | 8000.0 | 3 | 82025 | 10.19 | 99215 | 12.32 |
| **CAPPER'S** | | | | | | | | | | | | | | | | | |
| 1991 | 370.1 | 99.9 | 100.0 | 292.3 | 32.5 | 10.5 | 0.85 | 18.50 | 16.3 | 26 | .0 | N.C. | N.A. | 3690 | 9.97 | 5390 | 14.56 |
| 1990 | 380.4 | 99.8 | 100.0 | 290.0 | 75.2 | 11.7 | 0.85 | 17.00 | 23.1 | 26 | .0 | N.C. | N.A. | 3400 | 8.94 | 4950 | 13.01 |
| **COLONIAL HOMES** | | | | | | | | | | | | | | | | | |
| 1991 | 606.6 | 95.4 | 69.3 | 401.0 | 47.5 | 0.0 | 3.00 | 14.97 | 16.8 | 6 | .0 | 575.0 | 0 | 22590 | 37.24 | 31610 | 52.11 |
| 1990 | 596.5 | 95.9 | 69.8 | 368.5 | 39.3 | 0.0 | 3.00 | 14.97 | 16.8 | 6 | 3.4 | 575.0 | 1 | 20725 | 34.74 | 29000 | 48.62 |
| 1989 | 593.5 | 95.6 | 65.8 | 304.7 | 49.2 | 0.0 | 3.00 | 14.97 | 16.8 | 6 | .0 | 550.0 | 0 | 18180 | 30.63 | 25450 | 42.88 |
| 1988 | 614.0 | 97.0 | 66.9 | 355.1 | 43.6 | 0.0 | 3.00 | 14.97 | 16.8 | 6 | .0 | 550.0 | 0 | 16895 | 27.52 | 23430 | 38.16 |
| 1987# | 611.2 | 97.3 | 69.3 | 423.1 | 33.3 | 0.0 | 3.00 | 14.97 | 16.8 | 6 | .0 | 550.0 | 0 | 16090 | 26.33 | 22315 | 36.51 |
| **COUNTRY HOME** | | | | | | | | | | | | | | | | | |
| 1991 | 1071.4 | 96.7 | 72.7 | 688.3 | 27.0 | 0.0 | 2.95 | 16.97 | 4.1 | 6 | .0 | 1000.0 | 0 | 31300 | 29.21 | 44700 | 41.72 |
| 1990 | 1000.2 | 96.9 | 75.1 | 570.5 | 28.8 | 0.0 | 2.95 | 16.97 | 4.1 | 6 | .0 | 1000.0 | 3 | 28700 | 28.69 | 41000 | 40.99 |
| 1989# | 967.3 | 97.3 | 73.4 | 578.4 | 29.0 | 0.0 | 2.95 | 16.97 | 4.1 | 6 | .0 | 1000.0 | 2 | 26800 | 27.71 | 38300 | 39.59 |
| 1988 | 942.9 | 97.6 | 71.1 | 647.4 | 29.3 | 0.0 | 2.95 | 16.97 | 4.1 | 6 | .0 | 880.0 | 0 | 21850 | 23.17 | 31200 | 33.09 |
| 1987 | 861.8 | 97.6 | 69.9 | 446.5 | 37.8 | 0.0 | 2.95 | 14.97 | 15.4 | 6 | .0 | 880.0 | 0 | 20575 | 23.87 | 29400 | 34.11 |
| **COUNTRY JOURNAL** | | | | | | | | | | | | | | | | | |
| 1991 | 199.2 | 97.3 | 91.8 | 199.6 | 11.8 | 17.9 | 2.95 | 24.00 | 35.6- | 6 | 8.9 | 200 0 | 3 | 5185 | 26.03 | 7520 | 37.75 |
| 1990 | 269.1 | 97.4 | 92.8 | 121.4 | 50.2 | 31.2 | 2.95 | 16.95 | 4.2 | 6 | .0 | 250.0 | 5 | 6173 | 22.94 | 8950 | 33.26 |
| 1989 | 329.2 | 97.4 | 94.6 | 209.4 | 39.8 | 60.4 | 2.95 | 16.95 | 17.9 | 7 | .0 | 325.0 | 3 | 8295 | 25.20 | 11600 | 35.24 |
| 1988 | 331.4 | 97.5 | 93.9 | 357.9 | 28.4 | 60.7 | 1.95 | 16.95 | 27.6 | 12 | .0 | 325.0 | 4 | 7825 | 23.61 | 10945 | 26.64 |
| 1987# | 331.8 | 97.5 | 91.9 | 411.9 | 25.6 | 61.6 | 1.95 | 16.95 | 27.6 | 12 | .0 | N.C. | N.A. | 7380 | 22.24 | 10325 | 31.12 |
| **COUNTRY LIVING** | | | | | | | | | | | | | | | | | |
| 1991 | 1798.8 | 94.1 | 66.3 | 1301.4 | 42.6 | 0.0 | 2.50 | 17.97 | 40.1 | 12 | .0 | 1700.0 | 1 | 37950 | 21.10 | 51920 | 28.86 |
| 1990 | 1775.2 | 94.7 | 66.7 | 1123.9 | 45.9 | 0.0 | 2.50 | 17.97 | 40.1 | 12 | .0 | 1700.0 | 0 | 34815 | 19.61 | 47635 | 26.83 |
| 1989 | 1813.3 | 95.2 | 63.7 | 1093.3 | 56.4 | 0.0 | 2.50 | 15.97 | 46.8 | 12 | .0 | 1700.0 | 0 | 31940 | 17.61 | 43700 | 24.10 |
| 1988# | 1770.4 | 95.6 | 63.2 | 1152.0 | 56.2 | 0.0 | 1.95 | 15.97 | 31.8 | 12 | .0 | 1600.0 | 0 | 27820 | 15.71 | 38065 | 21.50 |
| 1987# | 1669.1 | 96.5 | 65.9 | 1087.5 | 54.9 | 0.0 | 1.95 | 15.97 | 31.8 | 12 | .0 | 1500.0 | 0 | 24640 | 14.76 | 33720 | 20.20 |
| **DECORATING REMODELING** | | | | | | | | | | | | | | | | | |
| 1991 | 676.4 | 96.7 | 69.2 | 658.7 | 0.0 | 0.0 | 1.95 | 16.00 | 2.6- | 8 | .0 | 650.0 | 0 | 24700 | 36.52 | 31700 | 46.87 |
| 1990 | 642.2 | 96.4 | 65.1 | 615.2 | 0.0 | 0.0 | 1.95 | 16.00 | 2.6- | 8 | .0 | 600.0 | 0 | 20300 | 31.61 | 28470 | 44.33 |
| 1989 | 524.0 | 95.5 | 45.5 | 403.9 | 0.1 | 0.0 | 1.95 | 12.00 | 12.1 | 7 | .0 | 550.0 | 5 | 17400 | 33.21 | 22300 | 42.56 |
| 1988# | 537.9 | 94.5 | 35.5 | 204.7 | 84.5 | 0.0 | 1.95 | 12.00 | 2.6- | 6 | .0 | 550.0 | 0 | 17400 | 32.35 | 22300 | 41.46 |
| 1987 | 540.2 | 93.4 | 18.8 | 186.4 | 96.7 | 0.0 | 1.95 | 7.50 | 3.8 | 4 | .0 | 455.0 | 0 | 15580 | 28.84 | 19970 | 36.97 |
| **ELLE DECOR** | | | | | | | | | | | | | | | | | |
| 1991# | 254.6 | 93.3 | 84.1 | 252.7 | 30.0 | 0.0 | 3.50 | 27.00 | 54.3- | 5 | .0 | 250.0 | 2 | 5250 | 20.62 | 7000 | 27.49 |

#See Special Notes - Page 8

## HOME SERVICE & HOME (cont.)

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **THE FAMILY HANDYMAN** | | | | | | | | | | | | | | | | | |
| 1991 | 1121.2 | 97.8 | 93.5 | 968.6 | 16.5 | 17.5 | 2.25 | 14.97 | 33.5 | 10 | .0 | 1000.0 | 0 | 19080 | 17.02 | 27665 | 24.67 |
| 1990 | 1334.2 | 98.3 | 95.1 | 1158.3 | 19.4 | 18.6 | 2.25 | 13.97 | 37.9 | 10 | .0 | 1300.0 | 0 | 21200 | 15.89 | 30740 | 23.04 |
| 1989 | 1435.7 | 98.5 | 96.6 | 1260.4 | 22.0 | 16.1 | 1.95 | 12.97 | 33.5 | 10 | .0 | 1275.0 | 0 | 19360 | 13.48 | 27775 | 19.35 |
| 1988 | 1245.3 | 98.4 | 96.2 | 1586.8 | 19.9 | 13.0 | 1.95 | 11.97 | 31.8 | 9 | .0 | 1200.0 | 0 | 17365 | 13.94 | 24910 | 20.00 |
| 1987 | 1207.0 | 98.5 | 95.8 | 1228.5 | 28.3 | 16.0 | 1.95 | 11.97 | 38.6 | 10 | .0 | 1200.0 | 1 | 16550 | 13.71 | 23745 | 19.67 |
| **FINE HOMEBUILDING** | | | | | | | | | | | | | | | | | |
| 1991# | 236.5 | 92.0 | 77.2 | 169.5 | 99.3 | 0.0 | 5.50 | 29.00 | 12.1 | 6 | .0 | 225.0 | 6 | 8515 | 36.00 | 11920 | 50.40 |
| 1990 | 243.4 | 92.2 | 77.9 | 189.2 | 98.4 | 0.0 | 4.95 | 26.00 | 12.5 | 6 | .0 | 243.0 | 1 | 8510 | 34.96 | 11910 | 48.93 |
| **HARROWSMITH COUNTRY LIFE** | | | | | | | | | | | | | | | | | |
| 1991 | 241.8 | 99.2 | 92.7 | 338.5 | 0.3 | 7.4 | 2.95 | 24.00 | 35.6- | 6 | .0 | N.C. | N.A. | 6420 | 26.55 | 9435 | 39.02 |
| 1990 | 202.6 | 99.1 | 91.5 | 321.2 | 0.3 | 5.2 | 2.95 | 24.00 | 35.6- | 6 | 3.3 | N.C. | N.A. | 5558 | 27.43 | 8170 | 40.33 |
| 1989 | 207.3 | 99.1 | 93.0 | 409.7 | 0.2 | 7.6 | 2.95 | 24.00 | 9.6 | 9 | .0 | N.C. | N.A. | 5170 | 24.94 | 7600 | 36.66 |
| 1988 | 209.4 | 99.1 | 95.0 | 453.0 | 0.2 | 8.9 | 2.95 | 24.00 | 35.6- | 6 | 24.6 | N.C. | N.A. | 4869 | 23.25 | 7188 | 34.33 |
| 1987 | 196.0 | 99.3 | 92.6 | 316.7 | 0.2 | 7.2 | 2.95 | 24.00 | 35.6- | 6 | 23.5 | 200.0 | 2 | 4271 | 21.79 | 6305 | 32.17 |
| **HG-HOUSE & GARDEN** | | | | | | | | | | | | | | | | | |
| 1991# | 639.5 | 95.9 | 87.2 | 597.1 | 14.9 | 0.0 | 4.00 | 24.00 | 50.0 | 12 | .0 | 550.0 | 0 | 25550 | 39.95 | 35020 | 54.76 |
| 1990 | 622.1 | 95.6 | 86.9 | 506.1 | 12.6 | 0.0 | 4.00 | 24.00 | 50.0 | 12 | .0 | 500.0 | 0 | 21410 | 34.42 | 29340 | 47.16 |
| 1989 | 600.6 | 95.4 | 85.3 | 558.8 | 9.9 | 0.0 | 4.00 | 24.00 | 50.0 | 12 | .0 | 500.0 | 0 | 19820 | 33.00 | 27160 | 45.22 |
| 1988 | 608.0 | 95.4 | 87.0 | 525.1 | 18.0 | 0.0 | 4.00 | 24.00 | 50.0 | 12 | .0 | 500.0 | 0 | 18180 | 29.90 | 24910 | 40.97 |
| 1987 | 597.9 | 94.8 | 85.1 | 594.8 | 28.6 | 0.1 | 4.00 | 24.00 | 50.0 | 12 | .0 | 500.0 | 0 | 17150 | 28.68 | 23500 | 39.30 |
| **HISTORIC PRESERVATION** | | | | | | | | | | | | | | | | | |
| 1991 | 219.1 | 99.0 | 100.0 | 207.3 | 0.0 | 2.7 | 2.50 | .00 | 100.0 | 6 | 29.7 | 220.0 | 3 | 4000 | 18.26 | 5930 | 27.07 |
| 1990 | 216.1 | 99.2 | 98.6 | 185.8 | 0.0 | 1.5 | 2.50 | .00 | 100.0 | 6 | 20.4 | 170.0 | 0 | 3740 | 17.31 | 5540 | 25.64 |
| **HOME** | | | | | | | | | | | | | | | | | |
| 1991 | 947.8 | 96.8 | 88.6 | 1080.6 | 2.6 | 0.0 | 1.95 | 18.00 | 23.1 | 12 | .0 | 925.0 | 0 | 24920 | 26.29 | 33205 | 35.03 |
| 1990 | 933.9 | 96.8 | 87.7 | 972.6 | 0.5 | 2.5 | 1.95 | 18.00 | 23.1 | 12 | 3.2 | 925.0 | 2 | 23075 | 24.71 | 30745 | 32.92 |
| 1989 | 934.1 | 96.8 | 86.4 | 880.4 | 9.5 | 2.0 | 1.95 | 18.00 | 23.1 | 12 | .0 | 925.0 | 4 | 21465 | 22.98 | 28600 | 30.62 |
| 1988 | 920.8 | 96.7 | 84.9 | 996.0 | 26.5 | 1.9 | 1.95 | 15.00 | 35.9 | 12 | .0 | 900.0 | 1 | 19890 | 21.60 | 26500 | 28.78 |
| 1987# | 899.7 | 97.3 | 84.2 | 916.5 | 34.4 | 5.9 | 1.95 | 15.00 | 35.9 | 12 | .0 | 900.0 | 1 | 18890 | 21.00 | 25165 | 27.97 |
| **HOME MECHANIX** | | | | | | | | | | | | | | | | | |
| 1991# | 1090.2 | 96.2 | 97.8 | 901.6 | 12.5 | 0.3 | 2.00 | 13.94 | 30.3 | 10 | 9.6 | 1000.0 | 0 | 21460 | 19.68 | 30435 | 27.92 |
| 1990 | 1209.2 | 96.1 | 96.2 | 995.0 | 14.2 | 1.1 | 1.95 | 13.94 | 35.0 | 11 | 3.1 | 1200.0 | 0 | 21460 | 17.75 | 30435 | 25.17 |
| 1989 | 1215.3 | 96.3 | 95.0 | 1153.5 | 13.7 | 0.3 | 1.75 | 13.94 | 33.6 | 12 | 4.3 | 1200.0 | 0 | 21460 | 17.66 | 30435 | 25.04 |
| 1988 | 1225.5 | 96.2 | 94.2 | 1053.2 | 16.2 | 0.3 | 1.75 | 11.94 | 43.1 | 12 | .0 | 1200.0 | 0 | 21460 | 17.51 | 30435 | 24.83 |
| 1987# | 1206.1 | 95.6 | 93.2 | 1215.4 | 13.1 | 0.8 | 1.75 | 11.94 | 43.1 | 12 | .0 | 1200.0 | 3 | 19465 | 16.14 | 27605 | 22.89 |



#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **HOUSE BEAUTIFUL** | | | | | | | | | | | | | | | | | |
| 1991 | 978.1 | 96.8 | 78.3 | 798.3 | 43.0 | 0.0 | 2.50 | 17.97 | 40.1 | 12 | .0 | 950.0 | 1 | 32350 | 33.07 | 47490 | 48.55 |
| 1990# | 958.8 | 96.1 | 75.6 | 790.9 | 25.8 | 0.0 | 1.95 | 17.97 | 23.2 | 12 | .0 | 950.0 | 0 | 29760 | 31.04 | 43690 | 45.57 |
| 1989 | 920.9 | 96.4 | 72.6 | 769.1 | 37.8 | 0.0 | 1.95 | 15.97 | 31.8 | 12 | .0 | 900.0 | 0 | 25865 | 28.09 | 37975 | 41.24 |
| 1988# | 870.4 | 96.7 | 72.3 | 631.8 | 34.8 | 0.0 | 1.95 | 15.97 | 31.8 | 12 | .0 | 850.0 | 0 | 22620 | 25.99 | 33210 | 38.15 |
| 1987 | 834.0 | 97.0 | 72.3 | 630.7 | 40.3 | 0.0 | 1.95 | 15.97 | 31.8 | 12 | .0 | 800.0 | 0 | 20275 | 24.31 | 34230 | 41.04 |
| **METROPOLITAN HOME** | | | | | | | | | | | | | | | | | |
| 1991 | 705.9 | 97.5 | 89.8 | 649.2 | 15.5 | 0.0 | 3.00 | 19.95 | 44.6 | 12 | .0 | 700.0 | 6 | 27095 | 38.38 | 36125 | 51.18 |
| 1990 | 688.3 | 97.0 | 88.6 | 485.5 | 1.2 | 0.0 | 3.00 | 19.95 | 44.6 | 12 | .0 | 700.0 | 8 | 24085 | 34.99 | 33450 | 48.60 |
| 1989 | 710.8 | 97.1 | 87.9 | 569.9 | 2.9 | 0.3 | 2.95 | 18.00 | 49.2 | 12 | .0 | 700.0 | 0 | 22095 | 31.08 | 31260 | 43.98 |
| 1988 | 706.8 | 97.5 | 88.1 | 591.9 | 5.0 | 0.2 | 2.50 | 18.00 | 40.0 | 12 | .0 | 700.0 | 0 | 20650 | 29.22 | 29215 | 41.33 |
| 1987 | 716.3 | 97.5 | 88.5 | 592.2 | 4.3 | 0.1 | 2.50 | 18.00 | 40.0 | 12 | .0 | 700.0 | 0 | 19665 | 27.45 | 27825 | 38.85 |
| **MIDWEST LIVING*** | | | | | | | | | | | | | | | | | |
| 1991 | 707.6 | 99.8 | 88.1 | 702.0 | 20.2 | 0.0 | 2.95 | 15.97 | 9.8 | 6 | .0 | 650.0 | 0 | 17700 | 25.01 | 25300 | 35.75 |
| 1990# | 615.4 | 99.7 | 87.8 | 487.2 | 29.4 | 0.0 | 2.95 | 14.97 | 15.4 | 6 | .0 | 650.0 | 0 | 16300 | 26.49 | 23400 | 38.02 |
| 1989# | 553.6 | 99.8 | 85.8 | 572.8 | 21.7 | 0.0 | 2.50 | 14.97 | 0.2 | 6 | .0 | 570.0 | 1 | 12100 | 21.86 | 17300 | 31.25 |
| 1988# | 485.6 | 99.8 | 85.2 | 621.3 | 13.8 | 0.0 | 2.50 | 14.97 | 0.2 | 6 | .0 | 450.0 | 1 | 8400 | 17.30 | 12000 | 24.71 |
| **OLD HOUSE JOURNAL** | | | | | | | | | | | | | | | | | |
| 1991 | 130.6 | 98.1 | 87.6 | 177.0 | 72.0 | 0.0 | 4.00 | 24.00 | 33.3 | 9 | .0 | 130.0 | 3 | 3050 | 23.35 | 4275 | 32.73 |
| **PRACTICAL HOMEOWNER** | | | | | | | | | | | | | | | | | |
| 1991 | 751.1 | | 97.8 | 294.9 | 26.5 | 45.8 | 2.25 | 14.97 | 33.1- | 5 | 51.7 | 750.0 | 1 | 11550 | 15.38 | 16275 | 21.67 |
| 1990 | 750.4 | 95.0 | 97.6 | 880.3 | 12.6 | 87.0 | 2.00 | 13.97 | 12.7 | 8 | 2.5 | 750.0 | 4 | 12590 | 16.78 | 17750 | 23.65 |
| 1989 | 750.6 | 95.0 | 97.5 | 911.8 | 9.9 | 89.7 | 2.00 | 13.97 | 22.4 | 9 | 29.3 | 750.0 | 5 | 11990 | 15.97 | 16900 | 22.52 |
| 1988 | 725.6 | 92.7 | 97.3 | 667.0 | 19.4 | 82.4 | 2.00 | 12.97 | 27.9 | 9 | 26.5 | 725.0 | 5 | 11150 | 15.37 | 15725 | 21.67 |
| 1987 | 713.8 | 93.4 | 96.7 | 741.7 | 30.3 | 89.4 | 2.00 | 12.97 | 27.9 | 9 | .0 | 700.0 | 1 | 10450 | 14.64 | 14735 | 20.64 |
| **SAN DIEGO HOME/GARDEN MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 32.2 | 99.6 | 92.9 | 20.6 | 18.8 | 2.9 | 2.25 | 16.00 | 40.7 | 12 | 1.2 | N.C. | N.A. | 2570 | 79.81 | 3860 | 119.88 |
| 1990 | 37.4 | 99.7 | 89.5 | 30.8 | 12.3 | 9.0 | 1.95 | 16.00 | 31.6 | 12 | 1.9 | N.C. | N.A. | 2335 | 62.43 | 3510 | 93.85 |
| **SOUTHERN ACCENTS** | | | | | | | | | | | | | | | | | |
| 1991 | 253.8 | 99.5 | 88.0 | 275.8 | 26.1 | 0.0 | 4.00 | 24.95 | 30.7 | 9 | .0 | 250.0 | 9 | 9990 | 39.36 | 13630 | 53.70 |
| 1990 | 252.9 | 99.4 | 84.1 | 250.7 | 23.4 | 0.0 | 4.00 | 24.95 | 37.6 | 10 | .0 | 250.0 | 3 | 8770 | 34.68 | 11960 | 47.29 |
| 1989 | 259.9 | 99.3 | 80.8 | 215.0 | 66.1 | 0.1 | 4.00 | 18.00 | 25.0 | 6 | .0 | 250.0 | 0 | 8110 | 31.20 | 11070 | 42.59 |
| 1988 | 261.1 | 99.5 | 81.8 | 261.2 | 82.2 | 0.2 | 4.00 | 18.00 | 25.0 | 6 | .0 | 250.0 | 0 | 7190 | 27.54 | 9800 | 37.53 |
| 1987# | 250.4 | 99.5 | 80.4 | 236.9 | 91.0 | 0.0 | 4.00 | 18.00 | 25.0 | 6 | .0 | 250.0 | 0 | 6420 | 25.64 | 8750 | 34.94 |

*See Special Notes - Page 7
#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **HOME SERVICE & HOME (cont.)** | | | | | | | | | | | | | | | | | |
| **SOUTHERN LIVING** | | | | | | | | | | | | | | | | | |
| 1991 | 2373.1 | 99.6 | 92.3 | 2153.8 | 23.3 | 0.3 | 2.95 | 24.00 | 32.2 | 12 | .0 | 2275.0 | 0 | 42870 | 18.06 | 60440 | 25.47 |
| 1990 | 2318.2 | 99.5 | 92.8 | 2273.0 | 37.3 | 0.3 | 2.50 | 21.95 | 26.8 | 12 | .0 | 2275.0 | 2 | 39670 | 17.11 | 55940 | 24.13 |
| 1989 | 2308.5 | 99.5 | 91.4 | 1958.8 | 47.1 | 0.1 | 2.50 | 21.95 | 26.8 | 12 | .0 | 2275.0 | 0 | 36740 | 15.92 | 51800 | 22.44 |
| 1988 | 2285.2 | 99.6 | 92.1 | 2045.0 | 55.0 | 0.1 | 2.50 | 21.95 | 26.8 | 12 | .0 | 2275.0 | 0 | 34500 | 15.10 | 48650 | 21.29 |
| 1987# | 2291.4 | 99.6 | 91.8 | 1855.8 | 59.2 | 0.1 | 2.50 | 19.95 | 33.5 | 12 | .0 | 2250.0 | 0 | 32400 | 14.14 | 45680 | 19.94 |
| **SUNSET, THE MAGAZINE OF WESTERN LIVING** | | | | | | | | | | | | | | | | | |
| 1991 | 1442.1 | 97.3 | 93.9 | 1273.5 | 39.8 | 1.4 | 2.50 | 18.00 | 40.0 | 12 | .0 | 1350.0 | 0 | 27710 | 19.22 | 38400 | 26.63 |
| 1990 | 1405.8 | 97.6 | 93.6 | 961.6 | 49.1 | 0.0 | 2.50 | 18.00 | 40.0 | 12 | .0 | 1300.0 | 0 | 25400 | 18.07 | 35200 | 25.04 |
| 1989 | 1395.8 | 97.7 | 93.9 | 817.8 | 46.1 | 0.0 | 1.95 | 16.00 | 31.6 | 12 | .0 | 1275.0 | 0 | 23740 | 17.01 | 32880 | 23.56 |
| 1988 | 1431.1 | 97.6 | 93.5 | 872.1 | 45.3 | 0.0 | 1.95 | 16.00 | 31.6 | 12 | .0 | 1275.0 | 0 | 22455 | 15.69 | 31255 | 21.84 |
| 1987 | 1437.9 | 97.7 | 93.7 | 865.2 | 47.9 | 0.0 | 1.95 | 14.00 | 40.2 | 12 | .0 | 1275.0 | 0 | 21696 | 15.09 | 30198 | 21.00 |
| **TRADITIONAL HOME** | | | | | | | | | | | | | | | | | |
| 1991 | 644.5 | 96.5 | 66.8 | 464.0 | 10.4 | 0.0 | 2.95 | 14.97 | 15.4 | 6 | .0 | 600.0 | 0 | 20950 | 32.51 | 33075 | 51.32 |
| **UNIQUE HOMES** | | | | | | | | | | | | | | | | | |
| 1991 | 60.5 | 83.1 | 46.6 | 21.0 | 16.2 | 13.3 | 6.95 | 30.97 | 25.7 | 6 | .0 | N.C. | N.A. | 5810 | 96.03 | 7740 | 127.93 |
| 1990 | 70.2 | 84.2 | 47.6 | 26.4 | 33.9 | 8.7 | 6.95 | 29.97 | 28.1 | 6 | .0 | N.C. | N.A. | 5810 | 82.76 | 7740 | 110.26 |
| **WORKBENCH** | | | | | | | | | | | | | | | | | |
| 1991 | 827.8 | 99.1 | 91.9 | 376.9 | 84.1 | 13.6 | 2.95 | 12.95 | 26.8 | 6 | 51.9 | 800.0 | 3 | 12655 | 15.29 | 15590 | 18.83 |
| 1990 | 872.5 | 99.2 | 96.2 | 479.5 | 28.1 | 0.0 | 2.00 | 8.00 | 33.3 | 6 | .0 | 800.0 | 0 | 13080 | 14.99 | 18460 | 21.16 |
| 1989 | 892.2 | 99.1 | 96.1 | 617.4 | 26.2 | 0.0 | 2.00 | 8.00 | 33.3 | 6 | .0 | 800.0 | 0 | 11890 | 13.33 | 16780 | 18.81 |
| 1988# | 874.3 | 99.1 | 96.6 | 523.9 | 27.2 | 0.0 | 2.00 | 8.00 | 33.3 | 6 | .0 | 800.0 | 0 | 10810 | 12.36 | 15130 | 17.31 |
| 1987# | 904.4 | 99.1 | 96.0 | 743.6 | 23.8 | 0.0 | 2.00 | 6.00 | 50.0 | 6 | .0 | 850.0 | 0 | 10100 | 11.17 | 14140 | 15.63 |
| **HORSES, RIDING & BREEDING** | | | | | | | | | | | | | | | | | |
| **THE BLOOD-HORSE** | | | | | | | | | | | | | | | | | |
| 1991 | 20.3 | 89.8 | 95.7 | 19.4 | 70.8 | 0.0 | 3.50 | 95.00 | 47.8 | 52 | .0 | N.C. | N.A. | 1150 | 56.65 | 1800 | 88.67 |
| 1990 | 20.1 | 90.2 | 95.6 | 18.7 | 87.8 | 0.0 | 2.50 | 75.50 | 41.9 | 52 | .0 | N.C. | N.A. | 1150 | 57.21 | 1800 | 89.55 |
| **THE CHRONICLE OF THE HORSE** | | | | | | | | | | | | | | | | | |
| 1991 | 22.9 | 97.9 | 98.4 | 21.5 | 95.1 | 0.0 | 1.50 | 42.00 | 46.2 | 52 | .0 | N.C. | N.A. | 825 | 36.03 | 1525 | 66.59 |
| 1990 | 23.7 | 98.0 | 98.6 | 25.7 | 100.0 | 0.0 | 1.25 | 38.50 | 40.8 | 52 | .0 | N.C. | N.A. | 825 | 34.81 | 1525 | 64.35 |
| **EQUUS** | | | | | | | | | | | | | | | | | |
| 1991 | 129.2 | 92.9 | 91.8 | 99.3 | 25.2 | 0.3 | 3.00 | 24.00 | 33.3 | 12 | .0 | N.C. | N.A. | 3205 | 24.81 | 5125 | 39.67 |
| 1990 | 118.1 | 93.7 | 92.3 | 104.5 | 8.1 | 0.5 | 3.00 | 22.50 | 37.5 | 12 | .0 | N.C. | N.A. | 2725 | 23.07 | 4440 | 37.60 |
| 1989 | 111.1 | 95.2 | 92.9 | 116.6 | 6.9 | 1.1 | 3.00 | 22.50 | 37.5 | 12 | 1.2 | N.C. | N.A. | 2595 | 23.36 | 4230 | 38.07 |
| 1988 | 111.1 | 94.9 | 92.9 | 109.0 | 6.9 | 21.7 | 2.50 | 22.50 | 25.0 | 12 | 8.0 | N.C. | N.A. | 2425 | 21.83 | 3955 | 35.60 |
| 1987 | 107.6 | 92.5 | 91.9 | 80.2 | 1.5 | 5.9 | 2.50 | 22.50 | 25.0 | 12 | 6.7 | N.C. | N.A. | 2265 | 21.05 | 3694 | 34.33 |



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| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **HORSES, RIDING & BREEDING (cont.)** | | | | | | | | | | | | | | | | | |
| **HORSE & RIDER** | | | | | | | | | | | | | | | | | |
| 1991 | 142.1 | 86.0 | 85.9 | 132.0 | 15.9 | 0.0 | 2.50 | 19.95 | 33.5 | 12 | .0 | N.C. | N.A. | 2037 | 14.33 | 3196 | 22.49 |
| 1990 | 107.2 | 82.5 | 82.5 | 111.0 | 15.5 | 0.4 | 2.25 | 18.00 | 33.3 | 12 | .0 | N.C. | N.A. | 1940 | 18.10 | 3044 | 28.40 |
| **HORSE ILLUSTRATED** | | | | | | | | | | | | | | | | | |
| 1991 | 133.3 | 94.3 | 81.4 | 131.2 | 49.2 | 0.0 | 2.50 | 21.97 | 26.8 | 12 | .0 | N.C. | N.A. | 3250 | 24.38 | 4050 | 30.38 |
| 1990 | 117.0 | 94.0 | 80.3 | 125.0 | 56.6 | 0.0 | 2.25 | 21.97 | 18.6 | 12 | .0 | N.C. | N.A. | 2900 | 24.79 | 5100 | 43.59 |
| **HORSEPLAY** | | | | | | | | | | | | | | | | | |
| 1991 | 44.6 | 96.9 | 85.1 | 33.2 | 0.5 | 0.3 | 2.95 | 23.97 | 32.3 | 12 | 2.6 | N.C. | N.A. | 1285 | 28.81 | 1916 | 42.96 |
| 1990 | 38.2 | 97.2 | 89.0 | 32.4 | 18.1 | 3.3 | 2.95 | 23.97 | 32.3 | 12 | 2.5 | N.C. | N.A. | 1285 | 33.64 | 11916 | 311.94 |
| **PRACTICAL HORSEMAN** | | | | | | | | | | | | | | | | | |
| 1991 | 59.9 | 93.4 | 88.6 | 67.6 | 75.6 | 0.0 | 2.95 | 24.95 | 29.5 | 12 | .0 | 61.0 | 7 | 1825 | 30.47 | 2725 | 45.49 |
| 1990 | 59.8 | 93.4 | 90.6 | 68.4 | 76.0 | 0.2 | 2.95 | 24.95 | 29.5 | 12 | .1 | 57.0 | 2 | 1825 | 30.52 | 2725 | 45.57 |
| **THE QUARTER HORSE JOURNAL** | | | | | | | | | | | | | | | | | |
| 1991 | 62.3 | 95.6 | 95.2 | 45.1 | 94.5 | 0.0 | 2.75 | 17.00 | 48.5 | 12 | .0 | N.C. | N.A. | 640 | 10.27 | 1065 | 17.09 |
| 1990 | 67.8 | 95.7 | 95.6 | 50.3 | 93.5 | 0.0 | 2.50 | 15.00 | 50.0 | 12 | .0 | N.C. | N.A. | 1120 | 16.52 | 1530 | 22.57 |
| **THE QUARTER RACING JOURNAL** | | | | | | | | | | | | | | | | | |
| 1991 | 10.9 | 95.5 | 98.3 | 7.9 | 68.9 | 0.0 | 2.75 | 17.00 | 48.5 | 12 | .0 | N.C. | N.A. | 500 | 45.87 | 395 | 36.24 |
| 1990 | 11.9 | 95.8 | 98.2 | 9.3 | 65.1 | 0.0 | 2.50 | 15.00 | 50.0 | 12 | .0 | N.C. | N.A. | 500 | 42.02 | 880 | 73.95 |
| **SPUR** | | | | | | | | | | | | | | | | | |
| 1991 | 13.1 | 98.3 | 81.9 | 9.3 | 80.9 | 0.0 | 5.00 | 24.00 | 20.0 | 6 | .0 | N.C. | N.A. | 3320 | 253.44 | 4985 | 380.53 |
| **WESTERN HORSEMAN** | | | | | | | | | | | | | | | | | |
| 1991 | 196.7 | 91.3 | 64.0 | 112.0 | 76.5 | 0.0 | 2.25 | 18.00 | 33.3 | 12 | .0 | N.C. | N.A. | 2695 | 13.70 | 4815 | 24.48 |
| 1990 | 191.9 | 91.8 | 63.3 | 110.3 | 52.9 | 0.0 | 2.25 | 18.00 | 33.3 | 12 | .0 | N.C. | N.A. | 2520 | 13.13 | 4495 | 23.42 |
| **LITERARY, BOOK REVIEWS & WRITING TECHNIQUES** | | | | | | | | | | | | | | | | | |
| **WRITER'S DIGEST** | | | | | | | | | | | | | | | | | |
| 1991 | 225.8 | 94.9 | 86.6 | 265.7 | 1.6 | 1.7 | 2.75 | 24.00 | 27.3 | 12 | .0 | N.C. | N.A. | 4880 | 21.61 | 6575 | 29.12 |
| 1990 | 229.6 | 95.1 | 86.8 | 249.5 | 1.1 | 0.3 | 2.50 | 24.00 | 20.0 | 12 | .0 | N.C. | N.A. | 4650 | 20.25 | 6345 | 27.64 |
| 1989 | 254.1 | 95.8 | 89.7 | 300.0 | 6.3 | 0.7 | 2.50 | 21.00 | 30.0 | 12 | .0 | N.C. | N.A. | 4650 | 18.30 | 6345 | 24.97 |
| 1988 | 207.4 | 95.1 | 87.5 | 236.5 | 5.5 | 2.9 | 2.25 | 21.00 | 22.2 | 12 | .0 | N.C. | N.A. | 4390 | 21.17 | 5885 | 28.38 |
| 1987 | 222.6 | 95.6 | 89.1 | 281.8 | 4.5 | 0.7 | 2.25 | 21.00 | 22.2 | 12 | .0 | N.C. | N.A. | 4025 | 18.08 | 5320 | 23.90 |
| **MATURE MARKET** | | | | | | | | | | | | | | | | | |
| **MATURE OUTLOOK** | | | | | | | | | | | | | | | | | |
| 1991 | 703.0 | 99.2 | 100.0 | 758.2 | 100.0 | 0.0 | 1.75 | 6.00 | 42.9 | 6 | .0 | 700.0 | 0 | 15570 | 22.15 | 17300 | 24.61 |
| 1990 | 759.4 | 99.5 | 100.0 | 763.9 | 100.0 | 0.0 | 1.95 | 6.00 | 48.7 | 6 | 74.7 | 860.0 | 0 | 17350 | 22.85 | 19280 | 25.39 |
| 1989 | 829.5 | 99.6 | 100.0 | 592.2 | 100.0 | 0.0 | 1.75 | 6.00 | 42.9 | 6 | 75.5 | 860.0 | 5 | 16255 | 19.60 | 18060 | 21.77 |
| 1988 | 931.0 | 99.6 | 100.0 | 1035.0 | 100.0 | 0.0 | 1.50 | 6.00 | 33.3 | 6 | 35.0 | 825.0 | 0 | 14520 | 15.60 | 16500 | 17.72 |
| 1987 | 900.6 | 99.6 | 100.0 | 1018.2 | 100.0 | 0.0 | 1.50 | 6.00 | 33.3 | 6 | 32.1 | 800.0 | 2 | 12675 | 14.07 | 14400 | 15.99 |

#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **MATURE MARKET (cont.)** | | | | | | | | | | | | | | | | | |
| **MODERN MATURITY** | | | | | | | | | | | | | | | | | |
| 1991 | 22450.0 | 99.2 | 100.0 | 12662.1 | 100.0 | 0.0 | 0.00 | 5.00 | 0.0 | 6 | 44.7 | 22450.0 | 0 | 196940 | 8.77 | 218215 | 9.72 |
| 1990 | 22437.2 | 99.3 | 100.0 | 12221.6 | 100.0 | 0.0 | 0.00 | 2.40 | 0.0 | 6 | 315.2 | 22400.0 | 0 | 185010 | 8.25 | 205000 | 9.14 |
| 1989 | 20879.0 | 99.3 | 100.0 | 12588.7 | 100.0 | 0.0 | 0.00 | 2.40 | 0.0 | 6 | .0 | 19400.0 | 0 | 154330 | 7.39 | 171000 | 8.19 |
| 1988# | 18613.3 | 99.4 | 100.0 | 12907.8 | 100.0 | 0.0 | 0.00 | 2.40 | 0.0 | 6 | .0 | 17400.0 | 0 | 143500 | 7.71 | 159000 | 8.54 |
| 1987 | 16360.9 | 99.4 | 100.0 | 12682.5 | 100.0 | 0.0 | 0.00 | 2.40 | 0.0 | 6 | 260.5 | 15800.0 | 0 | 138100 | 8.44 | 153000 | 9.35 |
| **NEW CHOICES FOR THE BEST YEARS** | | | | | | | | | | | | | | | | | |
| 1991 | 592.1 | 99.0 | 100.0 | 647.5 | 15.3 | 3.5 | 3.00 | 15.97 | 51.6 | 11 | .0 | 575.0 | 0 | 16160 | 27.29 | 22000 | 37.16 |
| 1990 | 587.6 | 98.9 | 99.9 | 654.8 | 5.1 | 0.4 | 2.50 | 15.97 | 46.8 | 12 | .0 | 575.0 | 0 | 15050 | 25.61 | 20490 | 34.87 |
| 1989 | 573.7 | 98.8 | 98.9 | 822.7 | 10.0 | 0.0 | 2.50 | 15.00 | 50.0 | 12 | 22.7 | 575.0 | 7 | 14130 | 24.63 | 19240 | 33.54 |
| 1988# | 499.6 | 99.0 | 100.0 | 741.3 | 13.1 | 0.0 | 2.50 | 15.00 | 50.0 | 12 | 8.7 | 500.0 | 6 | 12288 | 24.60 | 16732 | 33.49 |
| 1987# | 475.7 | 99.0 | 100.0 | 582.0 | 13.9 | 0.0 | 1.50 | 15.00 | 16.7 | 12 | 9.0 | 475.0 | 3 | 10991 | 23.10 | 14966 | 31.46 |
| **NRTA/AARP BULLETIN** | | | | | | | | | | | | | | | | | |
| 1991 | 22217.8 | 99.2 | 100.0 | 12662.1 | 100.0 | 0.0 | 0.00 | 5.00 | 0.0 | 11 | .0 | 22150.0 | 0 | N.A. | | N.A. | |
| 1990 | 22104.7 | 99.3 | 100.0 | 12221.6 | 100.0 | 0.0 | 0.00 | .85 | 0.0 | 11 | 277.5 | 22100.0 | 0 | N.A. | | N.A. | |
| 1989 | 20497.6 | 99.3 | 100.0 | 12588.7 | 100.0 | 0.0 | 0.00 | .85 | 0.0 | 11 | .0 | 20500.0 | 0 | N.A. | | N.A. | |
| 1988 | 18249.4 | 99.4 | 100.0 | 12907.8 | 100.0 | 0.0 | 0.00 | .85 | 0.0 | 11 | .0 | 17100.0 | 0 | N.A. | | N.A. | |
| 1987 | 15951.5 | 99.4 | 100.0 | 12682.5 | 100.0 | 0.0 | 0.00 | .60 | 0.0 | 11 | 126.7 | 15500.0 | 1 | N.A. | | N.A. | |
| **VFW AUXILIARY MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 739.8 | 99.7 | 100.0 | 774.5 | 100.0 | 0.0 | 0.00 | 1.00 | 0.0 | 8 | .0 | N.C. | N.A. | 4950 | 6.69 | 5930 | 8.02 |
| 1990 | 731.9 | 99.6 | 100.0 | 763.5 | 100.0 | 0.0 | 0.00 | 1.00 | 0.0 | 8 | .0 | N.C. | N.A. | 4720 | 6.45 | 5650 | 7.72 |
| **MEN'S** | | | | | | | | | | | | | | | | | |
| **DETAILS** | | | | | | | | | | | | | | | | | |
| 1991 | 163.1 | 89.9 | 45.5 | 151.3 | 88.8 | 13.9 | 2.00 | 12.00 | 50.0 | 12 | .0 | 125.0 | 0 | 7500 | 45.98 | 11250 | 68.98 |
| 1990 | 112.3 | 90.2 | 49.8 | 91.4 | 80.7 | 0.1 | 2.00 | 12.00 | 40.0 | 10 | .0 | 100.0 | 0 | 6000 | 53.43 | 9000 | 80.14 |
| **EM (EBONY MAN)** | | | | | | | | | | | | | | | | | |
| 1991 | 257.4 | 94.8 | 75.9 | 145.4 | 26.5 | 0.0 | 2.00 | 16.00 | 33.3 | 12 | 27.7 | 225.0 | 0 | 5750 | 22.34 | 8250 | 32.05 |
| **ESQUIRE** | | | | | | | | | | | | | | | | | |
| 1991 | 734.5 | 95.2 | 83.4 | 595.8 | 24.6 | 0.0 | 2.50 | 15.94 | 46.9 | 12 | .0 | 700.0 | 0 | 23685 | 32.25 | 35530 | 48.37 |
| 1990 | 729.9 | 94.3 | 84.0 | 620.9 | 17.5 | 0.0 | 2.50 | 15.94 | 46.9 | 12 | .0 | 700.0 | 0 | 21750 | 29.80 | 32625 | 44.70 |
| 1989 | 739.6 | 93.9 | 83.4 | 537.1 | 21.3 | 0.0 | 2.50 | 15.94 | 46.9 | 12 | .0 | 700.0 | 0 | 19865 | 26.86 | 29705 | 40.16 |
| 1988 | 747.9 | 94.7 | 82.5 | 662.4 | 22.1 | 7.7 | 2.50 | 15.94 | 46.9 | 12 | .0 | 700.0 | 0 | 18190 | 24.32 | 27200 | 36.37 |
| 1987# | 703.9 | 94.3 | 82.4 | 602.6 | 19.9 | 38.5 | 2.50 | 17.94 | 40.2 | 12 | 34.2 | 700.0 | 4 | 18190 | 25.84 | 27200 | 38.64 |
| **EXERCISE FOR MEN ONLY** | | | | | | | | | | | | | | | | | |
| 1991 | 127.0 | 79.8 | 7.8 | 4.8 | 56.3 | 0.0 | 3.95 | 33.15 | 39.9- | 6 | .0 | N.C. | N.A. | 4825 | 37.99 | 6420 | 50.55 |



#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | | | | | MEN'S (cont.) |
| **GQ-GENTLEMEN'S QUARTERLY** | | | | | | | | | | | | | | | | | |
| 1991 | 683.5 | 87.0 | 45.9 | 354.7 | 78.6 | 0.0 | 3.00 | 20.00 | 44.4 | 12 | .0 | 550.0 | 0 | 19570 | 28.63 | 29390 | 43.00 |
| 1990 | 655.7 | 87.6 | 46.0 | 346.0 | 82.0 | 0.0 | 3.00 | 20.00 | 44.4 | 12 | .0 | 550.0 | 0 | 18030 | 27.50 | 27080 | 41.30 |
| 1989 | 686.0 | 87.9 | 42.9 | 355.7 | 86.1 | 0.0 | 3.00 | 20.00 | 44.4 | 12 | .0 | 550.0 | 0 | 16690 | 24.33 | 25070 | 36.55 |
| 1988 | 669.0 | 87.6 | 45.4 | 331.7 | 81.3 | 0.0 | 3.00 | 20.00 | 44.4 | 12 | .0 | 525.0 | 0 | 14610 | 21.84 | 21950 | 32.81 |
| 1987# | 677.0 | 88.7 | 43.2 | 371.8 | 86.0 | 0.0 | 3.00 | 20.00 | 44.4 | 12 | .0 | 525.0 | 0 | 13780 | 20.35 | 20700 | 30.58 |
| **M** | | | | | | | | | | | | | | | | | |
| 1991 | 208.5 | 95.0 | 86.4 | 162.9 | 28.6 | 0.0 | 3.00 | 12.00 | 66.7 | 12 | 3.8 | 200.0 | 1 | 10130 | 48.59 | 14150 | 67.87 |
| 1990# | 188.2 | 95.3 | 80.9 | 307.0 | 20.0 | 0.1 | 3.00 | 12.00 | 66.7 | 12 | 9.0 | 200.0 | 1 | 10130 | 53.83 | 14150 | 75.19 |
| 1989 | 159.2 | 93.6 | 72.9 | 133.7 | 25.1 | 0.0 | 3.00 | 18.00 | 50.0 | 12 | 3.6 | 160.0 | 5 | 7820 | 49.12 | 12020 | 75.50 |
| 1988 | 150.4 | 94.6 | 67.8 | 198.6 | 18.3 | 0.0 | 3.00 | 18.00 | 50.0 | 12 | 2.2 | 150.0 | 2 | 7105 | 47.24 | 10925 | 72.64 |
| 1987# | 137.6 | 93.8 | 60.4 | 135.2 | 27.5 | 0.0 | 3.00 | 18.00 | 50.0 | 12 | .0 | 130.0 | 1 | 6460 | 46.95 | 9930 | 72.17 |
| **MEN'S HEALTH** | | | | | | | | | | | | | | | | | |
| 1991 | 436.9 | 95.9 | 73.7 | 625.2 | 0.6 | 92.6 | 2.95 | 17.70 | 0.0 | 6 | .0 | 350.0 | 0 | 12055 | 27.59 | 17000 | 38.91 |
| **PENTHOUSE** | | | | | | | | | | | | | | | | | |
| 1991 | 1432.9 | 84.6 | 21.1 | 310.1 | 63.4 | 10.0 | 4.95 | 36.00 | 39.4 | 12 | 4.2 | 1500.0 | 11 | 27970 | 19.52 | 31355 | 21.88 |
| 1990 | 1656.8 | 83.8 | 19.7 | 305.9 | 75.5 | 6.6 | 4.50 | 36.00 | 33.3 | 12 | .0 | 2000.0 | 12 | 31085 | 18.76 | 34850 | 21.03 |
| 1989 | 1959.6 | 84.0 | 14.4 | 385.9 | 74.9 | 10.0 | 4.50 | 36.00 | 33.3 | 12 | .0 | 2250.0 | 11 | 34970 | 17.85 | 39205 | 20.01 |
| 1988 | 2080.7 | 86.4 | 11.4 | 258.0 | 83.8 | 6.8 | 4.50 | 36.00 | 33.3 | 12 | .0 | 2250.0 | 11 | 31790 | 15.28 | 35640 | 17.13 |
| 1987# | 2250.8 | 84.8 | 10.5 | 203.4 | 78.5 | 6.3 | 4.00 | 36.00 | 25.0 | 12 | .0 | 2250.0 | 9 | 28900 | 12.84 | 32400 | 14.39 |
| **PLAYBOY** | | | | | | | | | | | | | | | | | |
| 1991 | 3523.0 | 92.5 | 77.2 | 3166.1 | 18.1 | 67.3 | 4.95 | 29.97 | 49.5 | 12 | .0 | 3400.0 | 1 | 48940 | 13.89 | 68545 | 19.46 |
| 1990 | 3462.2 | 93.4 | 76.2 | 3275.9 | 17.3 | 20.8 | 4.00 | 26.00 | 45.8 | 12 | .0 | 3400.0 | 2 | 46610 | 13.46 | 65280 | 18.86 |
| 1989 | 3539.6 | 92.4 | 72.0 | 3251.8 | 23.6 | 3.8 | 4.00 | 26.00 | 45.8 | 12 | .0 | 3400.0 | 2 | 46610 | 13.17 | 65280 | 18.44 |
| 1988 | 3480.7 | 91.5 | 74.5 | 3299.2 | 25.7 | 1.1 | 4.00 | 28.00 | 41.7 | 12 | .0 | 3400.0 | 2 | 41680 | 11.97 | 58370 | 16.77 |
| 1987# | 3702.5 | 92.6 | 64.1 | 3013.0 | 29.7 | 1.3 | 3.50 | 24.00 | 42.9 | 12 | 49.6 | 3400.0 | 3 | 38955 | 10.52 | 54550 | 14.73 |
| **POPULAR MECHANICS** | | | | | | | | | | | | | | | | | |
| 1991 | 1638.5 | 95.1 | 83.1 | 1318.4 | 23.5 | 0.0 | 1.95 | 15.94 | 31.9 | 12 | .0 | 1600.0 | 0 | 38095 | 23.25 | 54065 | 33.00 |
| 1990 | 1642.1 | 95.4 | 83.5 | 1229.4 | 24.0 | 0.0 | 1.95 | 15.94 | 31.9 | 12 | .0 | 1600.0 | 0 | 34790 | 21.19 | 49375 | 30.07 |
| 1989 | 1669.7 | 95.3 | 83.5 | 1212.8 | 27.1 | 0.1 | 1.95 | 13.97 | 40.3 | 12 | .0 | 1600.0 | 0 | 31975 | 19.15 | 45380 | 27.18 |
| 1988 | 1643.9 | 95.7 | 84.7 | 1272.1 | 26.7 | 0.1 | 1.95 | 13.97 | 40.3 | 12 | .0 | 1600.0 | 0 | 29605 | 18.01 | 42020 | 25.56 |
| 1987 | 1628.2 | 95.6 | 84.1 | 1181.8 | 29.9 | 0.2 | 1.95 | 13.97 | 40.3 | 12 | .0 | 1600.0 | 0 | 28140 | 17.28 | 39945 | 24.53 |
| | | | | | | | | | | | | | | | | | METROPOLITAN/REGIONAL/STATE |
| **ALASKA, THE MAGAZINE OF LIFE ON THE LAST FRONTIER** | | | | | | | | | | | | | | | | | |
| 1991 | 243.1 | 88.8 | 92.7 | 316.4 | 16.3 | 56.4 | 2.95 | 26.00 | 26.6 | 12 | .0 | 230.0 | 4 | 4800 | 19.74 | 6990 | 28.75 |
| 1990 | 245.4 | 86.5 | 91.9 | 246.2 | 39.2 | 28.7 | 2.95 | 25.00 | 29.4 | 12 | .0 | 235.0 | 2 | 4360 | 17.77 | 6350 | 25.88 |

## METROPOLITAN/REGIONAL/STATE (cont.)

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ARKANSAS TIMES** | | | | | | | | | | | | | | | | | |
| 1991 | 28.5 | 99.7 | 87.7 | 19.4 | 18.1 | 0.0 | 1.95 | 16.00 | 31.6 | 12 | 2.3 | N.C. | N.A. | 1650 | 57.89 | 2475 | 86.84 |
| 1990 | 29.9 | 99.7 | 90.9 | 21.7 | 13.4 | 0.0 | 1.95 | 16.00 | 31.6 | 12 | 2.2 | N.C. | N.A. | 1585 | 53.01 | 2380 | 79.60 |
| **ATLANTA MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 81.7 | 99.8 | 88.4 | 83.8 | 77.9 | 0.0 | 2.50 | 15.00 | 50.0 | 12 | 3.7 | 80.0 | 1 | 5010 | 61.32 | 6685 | 81.82 |
| 1990 | 74.8 | 99.9 | 88.2 | 108.5 | 17.8 | 0.0 | 2.50 | 15.00 | 50.0 | 12 | .9 | 70.0 | 0 | 4072 | 54.44 | 5435 | 72.66 |
| **BALTIMORE MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 50.6 | 99.7 | 78.7 | 33.6 | 41.0 | 0.0 | 1.95 | 15.00 | 35.9 | 12 | .4 | 50.0 | 5 | 3400 | 67.19 | 5095 | 100.69 |
| 1990 | 54.6 | 99.8 | 82.3 | 43.9 | 33.6 | 0.0 | 1.95 | 15.00 | 35.9 | 12 | .5 | 50.0 | 0 | 3175 | 58.15 | 4760 | 87.18 |
| **BOSTON MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 131.7 | 99.6 | 85.4 | 76.8 | 44.9 | 0.0 | 2.50 | 15.00 | 50.0 | 12 | .0 | 124.0 | 4 | 6425 | 48.79 | 9185 | 69.74 |
| 1990 | 125.2 | 99.7 | 81.5 | 93.7 | 41.7 | 0.0 | 2.50 | 15.00 | 50.0 | 12 | 5.1 | 124.0 | 5 | 5950 | 47.52 | 8505 | 67.93 |
| 1989 | 125.7 | 99.7 | 79.2 | 95.9 | 39.7 | 0.0 | 2.50 | 15.00 | 50.0 | 12 | .5 | 124.0 | 4 | 5665 | 45.07 | 8100 | 64.44 |
| 1988# | 127.8 | 99.6 | 78.4 | 113.6 | 38.8 | 2.2 | 2.50 | 15.00 | 50.0 | 12 | 2.8 | 124.0 | 0 | 5245 | 41.04 | 7500 | 58.69 |
| 1987# | 128.2 | 99.6 | 77.6 | 90.6 | 38.9 | 0.7 | 1.95 | 15.00 | 35.9 | 12 | .2 | 121.0 | 0 | 4770 | 37.21 | 6820 | 53.20 |
| **CAROLINA COUNTRY** | | | | | | | | | | | | | | | | | |
| 1991 | 334.9 | 100.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.00 | 3.10 | 0.0 | 11 | .0 | 330.0 | 0 | 2750 | 8.21 | 3450 | 10.30 |
| 1990 | 334.4 | 100.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.00 | 2.61 | 0.0 | 12 | .0 | 330.0 | 0 | 2620 | 7.83 | 3270 | 9.78 |
| **CHICAGO** | | | | | | | | | | | | | | | | | |
| 1991 | 201.0 | 99.9 | 88.1 | 168.3 | 13.5 | 17.4 | 2.25 | 19.90 | 26.3 | 12 | 5.5 | 200.0 | 2 | 8380 | 41.69 | 13830 | 68.81 |
| 1990 | 200.8 | 99.9 | 88.3 | 164.1 | 11.3 | 12.7 | 2.25 | 19.90 | 26.3 | 12 | 2.2 | 200.0 | 0 | 7920 | 39.44 | 13045 | 64.97 |
| **CLEVELAND MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 38.3 | 99.9 | 84.1 | 27.0 | 0.2 | 0.0 | 2.00 | 18.00 | 25.0 | 12 | 2.9 | N.C. | N.A. | 3150 | 82.25 | 3850 | 100.52 |
| 1990 | 41.0 | 99.8 | 83.7 | 40.3 | 0.1 | 0.0 | 1.95 | 18.00 | 23.1 | 12 | 3.3 | N.C. | N.A. | 2995 | 73.05 | 3695 | 90.12 |
| **COLORADO HOMES & LIFESTYLES** | | | | | | | | | | | | | | | | | |
| 1991 | 18.2 | 99.6 | 58.3 | 9.3 | 5.8 | 0.0 | 2.50 | 15.00 | 0.0 | 6 | .8 | N.C. | N.A. | 1837 | 100.93 | 2515 | 138.19 |
| 1990 | 15.6 | 99.6 | 71.0 | 9.1 | 1.5 | 0.0 | 2.50 | 15.00 | 0.0 | 6 | 1.0 | N.C. | N.A. | 1801 | 115.45 | 2762 | 177.05 |
| **COLUMBUS MONTHLY** | | | | | | | | | | | | | | | | | |
| 1991 | 35.0 | 99.8 | 88.0 | 21.8 | 76.4 | 0.0 | 1.95 | 16.00 | 31.6 | 12 | .8 | N.C. | N.A. | 2325 | 66.43 | 3180 | 90.86 |
| 1990 | 36.0 | 99.8 | 87.9 | 31.1 | 82.1 | 0.0 | 1.95 | 14.00 | 40.2 | 12 | .7 | N.C. | N.A. | 2235 | 62.08 | 3055 | 84.86 |
| **CONNECTICUT MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 91.0 | 99.9 | 94.3 | 72.6 | 0.9 | 0.0 | 2.50 | 18.00 | 40.0 | 12 | 1.0 | 85.0 | 2 | 4895 | 53.79 | 7235 | 79.51 |
| 1990 | 88.4 | 99.9 | 92.5 | 101.2 | 2.0 | 0.0 | 2.50 | 16.00 | 46.7 | 12 | 4.2 | 90.0 | 8 | 4895 | 55.37 | 7235 | 81.84 |



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## METROPOLITAN/REGIONAL/STATE (cont.)

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **COUNTRY LIVING (OHIO)** | | | | | | | | | | | | | | | | | |
| 1991 | 220.1 | 100.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.00 | 4.42 | 0.0 | 12 | .0 | N.C. | N.A. | 2555 | 11.61 | 3330 | 15.13 |
| 1990 | 215.9 | 100.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.00 | 4.00 | 0.0 | 11 | .0 | N.C. | N.A. | 2430 | 11.26 | 3170 | 14.68 |
| **D MAGAZINE (DALLAS/FT. WORTH)** | | | | | | | | | | | | | | | | | |
| 1991 | 109.5 | 99.9 | 90.8 | 101.9 | 58.8 | 0.0 | 2.50 | 15.00 | 50.0 | 12 | .1 | 104.0 | 0 | 5495 | 50.18 | 8240 | 75.25 |
| 1990 | 103.5 | 99.9 | 90.6 | 85.1 | 7.8 | 0.0 | 2.50 | 15.00 | 50.0 | 12 | 4.0 | 102.0 | 2 | 4995 | 48.26 | 7490 | 72.37 |
| **DELAWARE TODAY** | | | | | | | | | | | | | | | | | |
| 1991 | 23.9 | 99.8 | 85.8 | 11.7 | 0.1 | 0.0 | 2.50 | 18.00 | 40.0 | 12 | 2.2 | N.C. | N.A. | 2195 | 91.84 | 3245 | 135.77 |
| 1990 | 25.1 | 99.9 | 87.2 | 16.5 | 0.1 | 0.0 | 2.50 | 18.00 | 40.0 | 12 | 1.6 | N.C. | N.A. | 2195 | 87.45 | 3245 | 129.28 |
| **DETROIT MONTHLY** | | | | | | | | | | | | | | | | | |
| 1991 | 90.7 | 99.5 | 94.0 | 73.9 | 17.2 | 13.3 | 2.50 | 15.00 | 50.0 | 12 | 10.0 | N.C. | N.A. | 5449 | 60.08 | 7359 | 81.14 |
| 1990 | 97.0 | 99.5 | 93.3 | 81.5 | 18.8 | 17.6 | 1.95 | 15.00 | 35.9 | 12 | 10.1 | N.C. | N.A. | 5290 | 54.54 | 7145 | 73.66 |
| **HAWAII** | | | | | | | | | | | | | | | | | |
| 1991 | 56.1 | 95.4 | 89.8 | 40.4 | 45.3 | 0.0 | 2.95 | 12.99 | 26.6 | 6 | .0 | N.C. | N.A. | 1950 | 34.76 | 2900 | 51.69 |
| 1990 | 56.1 | 96.2 | 92.4 | 54.6 | 73.7 | 0.0 | 2.95 | 11.99 | 35.5- | 3 | .0 | N.C. | N.A. | 1750 | 31.19 | 2600 | 46.35 |
| **HONOLULU** | | | | | | | | | | | | | | | | | |
| 1991 | 65.1 | 12.3 | 96.5 | 18.2 | 21.6 | 1.5 | 2.00 | 15.00 | 37.5 | 12 | .0 | 45.0 | 0 | 3730 | 57.30 | 4800 | 73.73 |
| 1990 | 70.5 | 11.5 | 95.9 | 19.6 | 20.9 | 0.0 | 2.00 | 15.00 | 37.5 | 12 | .0 | 45.0 | 0 | 3455 | 49.01 | 4445 | 63.05 |
| **HOUSTON METROPOLITAN MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 86.2 | 99.9 | 93.7 | 56.6 | 1.2 | 0.0 | 1.95 | 18.00 | 23.1 | 12 | .0 | 85.0 | 5 | 5250 | 60.90 | 6825 | 79.18 |
| 1990 | 85.5 | 99.9 | 92.9 | 99.5 | 1.3 | 0.0 | 1.95 | 18.00 | 23.1 | 12 | 2.3 | 85.0 | 4 | 4995 | 58.42 | 6500 | 76.02 |
| **HUDSON VALLEY** | | | | | | | | | | | | | | | | | |
| 1991 | 19.0 | 99.9 | 80.7 | 10.8 | 1.3 | 0.0 | 2.50 | 25.00 | 66.7- | 6 | 1.5 | N.C. | N.A. | 2800 | 147.37 | 3785 | 199.21 |
| **ILLINOIS RURAL ELECTRIC NEWS** | | | | | | | | | | | | | | | | | |
| 1991 | 137.8 | 100.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.00 | 4.00 | 0.0 | 12 | .0 | N.C. | N.A. | 1344 | 9.75 | 1944 | 14.11 |
| 1990 | 136.6 | 100.0 | 99.9 | 0.0 | 0.0 | 0.0 | 0.00 | 4.00 | 0.0 | 12 | .0 | N.C. | N.A. | 1260 | 9.22 | 1960 | 14.35 |
| **INDIANAPOLIS MONTHLY** | | | | | | | | | | | | | | | | | |
| 1991 | 45.4 | 99.9 | 86.3 | 31.8 | 60.5 | 0.0 | 2.25 | 14.71 | 45.5 | 12 | 1.2 | N.C. | N.A. | 3050 | 67.18 | 7210 | 158.81 |
| 1990 | 49.2 | 99.9 | 85.9 | 34.9 | 70.7 | 0.0 | 2.25 | 14.71 | 45.5 | 12 | 1.1 | 48.0 | 5 | 3050 | 61.99 | 4240 | 86.18 |
| **KENTUCKY LIVING** | | | | | | | | | | | | | | | | | |
| 1991 | 368.8 | 100.0 | 100.0 | 0.0 | 0.0 | 0.0 | 1.50 | 6.00 | 66.7 | 12 | .0 | 370.0 | 8 | 2800 | 7.59 | 3250 | 8.81 |
| 1990 | 349.5 | 100.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.00 | 4.00 | 0.0 | 12 | .0 | N.C. | N.A. | 2670 | 7.64 | 3120 | 8.93 |

#See Special Notes - Page 8

## METROPOLITAN/REGIONAL/STATE (cont.)

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **L. A. STYLE** | | | | | | | | | | | | | | | | | |
| 1991 | 81.2 | 98.3 | 86.7 | 144.0 | 94.2 | 0.0 | 3.50 | 24.00 | 42.9 | 12 | .0 | 85.0 | 10 | 6720 | 82.76 | 10786 | 132.83 |
| **LOS ANGELES MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 172.1 | 99.3 | 73.6 | 122.9 | 16.1 | 0.0 | 2.50 | 19.00 | 36.7 | 12 | 2.6 | 172.0 | 6 | 7520 | 43.70 | 11205 | 65.11 |
| 1990 | 172.1 | 99.3 | 73.6 | 132.0 | 18.8 | 0.3 | 2.50 | 19.00 | 36.7 | 12 | 5.5 | 172.0 | 4 | 6855 | 39.83 | 10210 | 59.33 |
| 1989 | 173.4 | 99.1 | 71.9 | 138.2 | 22.2 | 0.0 | 2.50 | 19.00 | 36.7 | 12 | 4.6 | 172.0 | 5 | 6405 | 36.94 | 9540 | 55.02 |
| 1988 | 173.5 | 99.3 | 73.6 | 147.1 | 22.3 | 0.0 | 2.50 | 19.00 | 36.7 | 12 | 4.1 | 172.0 | 5 | 5875 | 33.86 | 8750 | 50.43 |
| 1987# | 171.8 | 99.2 | 74.0 | 104.7 | 34.5 | 0.0 | 2.50 | 19.00 | 36.7 | 12 | 4.0 | 170.0 | 5 | 5875 | 34.20 | 8750 | 50.93 |
| **LOUISVILLE MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 25.1 | 99.9 | 93.1 | 21.7 | 4.8 | 0.0 | 2.50 | 15.00 | 66.7 | 18 | .0 | N.C. | N.A. | 1785 | 71.12 | 2510 | 100.00 |
| 1990 | 25.6 | 99.9 | 93.1 | 23.1 | 0.1 | 0.0 | 1.95 | 15.00 | 35.9 | 12 | .0 | N.C. | N.A. | 1725 | 67.38 | 2475 | 96.68 |
| **MEMPHIS MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 21.5 | 99.7 | 86.0 | 13.7 | 33.6 | 16.2 | 1.95 | 15.00 | 35.9 | 12 | .5 | N.C. | N.A. | 1947 | 90.56 | 2747 | 127.77 |
| 1990 | 22.0 | 99.8 | 87.3 | 13.7 | 26.9 | 24.4 | 1.95 | 15.00 | 35.9 | 12 | .6 | N.C. | N.A. | 1770 | 80.45 | 2491 | 113.23 |
| **MICHIGAN COUNTRY LINES** | | | | | | | | | | | | | | | | | |
| 1991 | 164.6 | 99.9 | 100.0 | 0.0 | 0.0 | 0.0 | 0.00 | 1.50 | 0.0 | 6 | .0 | 160.0 | 0 | 1550 | 9.42 | 2050 | 12.45 |
| 1990 | 161.5 | 99.9 | 100.0 | 0.0 | 0.0 | 0.0 | 0.00 | 1.50 | 0.0 | 6 | .0 | 153.0 | 0 | 1400 | 8.67 | 1900 | 11.76 |
| **MID-ATLANTIC COUNTRY** | | | | | | | | | | | | | | | | | |
| 1991 | 120.7 | 99.8 | 97.6 | 125.5 | 0.9 | 0.0 | 2.50 | 18.00 | 40.0 | 12 | 1.7 | N.C. | N.A. | 6015 | 49.83 | 8499 | 70.41 |
| 1990 | 115.9 | 99.8 | 97.2 | 107.9 | 1.1 | 0.0 | 1.95 | 18.00 | 23.1 | 12 | 7.4 | N.C. | N.A. | 5230 | 45.13 | 7390 | 63.76 |
| **MILWAUKEE MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 34.4 | 99.7 | 78.7 | 27.9 | 37.3 | 40.5 | 1.95 | 17.00 | 27.4 | 12 | 1.8 | N.C. | N.A. | 2530 | 73.55 | 3100 | 90.12 |
| 1990 | 34.8 | 99.7 | 83.2 | 19.0 | 17.5 | 14.9 | 1.95 | 17.00 | 27.4 | 12 | 2.5 | N.C. | N.A. | 2365 | 67.96 | 2905 | 83.48 |
| **MINNESOTA MONTHLY** | | | | | | | | | | | | | | | | | |
| 1991 | 75.7 | 99.8 | 97.9 | 77.6 | 0.0 | 0.0 | 2.50 | 3.00 | 90.0 | 12 | .9 | 72.0 | 4 | 3570 | 47.16 | 4590 | 60.63 |
| 1990 | 69.5 | 99.8 | 97.1 | 68.5 | 0.0 | 0.0 | 1.95 | 2.50 | 89.3 | 12 | .3 | 75.0 | 12 | 3270 | 47.05 | 4110 | 59.14 |
| **MPLS. ST. PAUL MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 60.2 | 99.8 | 76.2 | 42.2 | 42.9 | 0.0 | 2.50 | 18.00 | 40.0 | 12 | .0 | 62.0 | 9 | 3570 | 59.30 | 4590 | 76.25 |
| 1990 | 61.1 | 99.8 | 75.5 | 44.7 | 59.6 | 0.0 | 1.95 | 15.00 | 35.9 | 12 | .3 | 62.0 | 5 | 4105 | 67.18 | 5360 | 87.73 |
| **NEW JERSEY MONTHLY** | | | | | | | | | | | | | | | | | |
| 1991 | 83.5 | 100.0 | 86.3 | 48.2 | 27.6 | 2.5 | 2.95 | 24.95 | 29.5 | 12 | 6.3 | N.C. | N.A. | 5930 | 71.02 | 8540 | 102.28 |
| 1990 | 95.6 | 99.9 | 86.6 | 66.9 | 53.2 | 2.0 | 2.95 | 18.00 | 49.2 | 12 | 7.4 | N.C. | N.A. | 5110 | 53.45 | 7490 | 78.35 |
| **NEW MEXICO MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 121.9 | 98.7 | 94.8 | 99.0 | 41.8 | 6.5 | 2.75 | 19.95 | 39.5 | 12 | .0 | 110.0 | 0 | 2940 | 24.12 | 4390 | 36.01 |
| 1990 | 116.8 | 98.4 | 95.0 | 120.9 | 43.1 | 15.8 | 2.25 | 18.00 | 33.3 | 12 | .0 | 100.0 | 1 | 2940 | 25.17 | 4390 | 37.59 |



#See Special Notes - Page 8

## METROPOLITAN/REGIONAL/STATE (cont.)

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NORTH SHORE** | | | | | | | | | | | | | | | | | |
| 1991 | 41.3 | 99.9 | 93.2 | 23.3 | 65.6 | 6.3 | 1.95 | 12.00 | 48.7 | 12 | 1.9 | 45.0 | 12 | 2150 | 52.06 | 3205 | 77.60 |
| 1990 | 35.7 | 99.9 | 91.5 | 26.1 | 50.0 | 8.9 | 1.95 | 12.00 | 48.7 | 12 | 2.1 | 45.0 | 12 | 2150 | 60.22 | 3205 | 89.78 |
| **NORTHEAST OHIO AVENUES** | | | | | | | | | | | | | | | | | |
| 1991 | 49.6 | 100.0 | 100.0 | 26.2 | 100.0 | 0.0 | 1.50 | 18.00 | 100.0- | 6 | 2.9 | N.C. | N.A. | 2550 | 51.41 | 3315 | 66.83 |
| **OHIO MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 91.2 | 99.2 | 97.0 | 78.6 | 0.4 | 0.0 | 2.50 | 18.00 | 40.0 | 12 | 1.8 | N.C. | N.A. | 2750 | 30.15 | 3395 | 37.23 |
| 1990 | 99.1 | 99.2 | 96.7 | 76.2 | 10.2 | 0.0 | 2.00 | 15.00 | 37.5 | 12 | 2.7 | N.C. | N.A. | 2650 | 26.74 | 3995 | 40.31 |
| **ORANGE COAST MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 21.4 | 99.7 | 80.7 | 11.4 | 45.2 | 1.5 | 2.95 | 19.95 | 43.6 | 12 | 1.0 | N.C. | N.A. | 3250 | 151.87 | 4290 | 200.47 |
| 1990 | 25.6 | 99.7 | 78.7 | 17.9 | 29.7 | 0.5 | 2.95 | 19.95 | 43.6 | 12 | 1.5 | N.C. | N.A. | 3250 | 126.95 | 4290 | 167.58 |
| **PACIFIC NORTHWEST** | | | | | | | | | | | | | | | | | |
| 1991 | 86.3 | 96.9 | 90.1 | 54.1 | 40.0 | 29.4 | 2.95 | 24.95 | 23.1 | 11 | 11.6 | N.C. | N.A. | 7900 | 91.54 | 9500 | 110.08 |
| 1990 | 88.0 | 96.9 | 89.1 | 59.1 | 21.0 | 25.5 | 2.95 | 24.95 | 29.5 | 12 | 6.9 | N.C. | N.A. | 7900 | 89.77 | 9500 | 107.95 |
| **PALM BEACH LIFE** | | | | | | | | | | | | | | | | | |
| 1991 | 14.9 | 98.0 | 84.8 | 10.2 | 27.9 | 28.2 | 3.50 | 26.00 | 38.1 | 12 | .0 | N.C. | N.A. | 2650 | 177.85 | 3680 | 246.98 |
| 1990 | 17.2 | 98.2 | 81.3 | 10.8 | 28.6 | 22.5 | 3.50 | 26.00 | 38.1 | 12 | .0 | N.C. | N.A. | 2410 | 140.12 | 3440 | 200.00 |
| **PALM SPRINGS LIFE** | | | | | | | | | | | | | | | | | |
| 1991 | 20.6 | 97.5 | 76.2 | 15.8 | 38.8 | 0.0 | 3.95 | 38.00 | 19.8 | 12 | 1.7 | N.C. | N.A. | 4685 | 227.43 | 5485 | 266.26 |
| 1990 | 22.5 | 97.3 | 73.9 | 15.5 | 46.7 | 0.0 | 3.95 | 38.00 | 19.8 | 12 | 1.6 | N.C. | N.A. | 5270 | 234.22 | 6070 | 269.78 |
| **PENN LINES** | | | | | | | | | | | | | | | | | |
| 1991 | 152.8 | 100.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.00 | 3.00 | 0.0 | 12 | .0 | N.C. | N.A. | 1746 | 11.43 | 2397 | 15.69 |
| 1990 | 149.3 | 100.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.00 | 3.00 | 0.0 | 12 | .0 | N.C. | N.A. | 1746 | 11.69 | 2397 | 16.05 |
| **PHILADELPHIA MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 144.0 | 99.8 | 82.1 | 125.7 | 30.7 | 0.0 | 2.50 | 15.00 | 50.0 | 12 | 1.0 | 140.0 | 6 | 6675 | 46.35 | 9945 | 69.06 |
| 1990 | 145.1 | 99.8 | 81.0 | 130.1 | 30.1 | 0.0 | 2.50 | 15.00 | 50.0 | 12 | .0 | 140.0 | 3 | 6295 | 43.38 | 9380 | 64.65 |
| **PHOENIX HOME & GARDEN** | | | | | | | | | | | | | | | | | |
| 1991 | 36.5 | 99.5 | 88.9 | 29.4 | 32.6 | 0.0 | 2.50 | 18.00 | 40.0 | 12 | 2.8 | N.C. | N.A. | 3405 | 93.29 | 5055 | 138.49 |
| 1990 | 36.7 | 99.6 | 88.2 | 29.8 | 24.5 | 0.0 | 2.50 | 18.00 | 40.0 | 12 | 2.8 | N.C. | N.A. | 3095 | 84.33 | 4595 | 125.20 |
| **PITTSBURGH MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 63.4 | 100.0 | 91.8 | 52.5 | 0.2 | 0.0 | 2.50 | 15.00 | 50.0 | 12 | .3 | 65.0 | 11 | 4070 | 64.20 | 6050 | 95.43 |
| 1990 | 64.9 | 100.0 | 91.9 | 48.8 | 0.2 | 0.0 | 2.50 | 15.00 | 50.0 | 12 | .0 | 65.0 | 5 | 3805 | 58.63 | 5655 | 87.13 |

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **METROPOLITAN/REGIONAL/STATE (cont.)** | | | | | | | | | | | | | | | | | |
| **RHODE ISLAND MONTHLY** | | | | | | | | | | | | | | | | | |
| 1991 | 28.9 | 99.5 | 86.7 | 20.9 | 0.1 | 0.0 | 1.95 | 18.00 | 23.1 | 12 | .0 | 24.0 | 0 | 2681 | 92.77 | 3610 | 124.91 |
| 1990 | 29.4 | 99.5 | 87.1 | 15.6 | 4.6 | 0.0 | 1.95 | 18.00 | 23.1 | 12 | .0 | 24.0 | 0 | 2681 | 91.19 | 3610 | 122.79 |
| **RURAL LIVING** | | | | | | | | | | | | | | | | | |
| 1991 | 259.4 | 100.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.00 | 3.82 | 0.0 | 12 | .0 | 250.0 | 0 | 1725 | 6.65 | 2225 | 8.58 |
| 1990 | 252.4 | 100.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.00 | 3.82 | 0.0 | 12 | .0 | 230.0 | 0 | 1600 | 6.34 | 2200 | 8.72 |
| **SACRAMENTO MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 25.1 | 99.9 | 89.2 | 26.5 | 7.2 | 0.1 | 2.95 | 24.95 | 41.0- | 6 | 1.0 | N.C. | N.A. | 3035 | 120.92 | 3775 | 150.40 |
| 1990 | 30.3 | 99.9 | 91.2 | 23.9 | 0.5 | 0.0 | 2.95 | 20.00 | 43.5 | 12 | 1.9 | N.C. | N.A. | 2765 | 91.25 | 3560 | 117.49 |
| **ST. LOUIS MAGAZINE, INC.** | | | | | | | | | | | | | | | | | |
| 1991 | 28.4 | 99.9 | 79.8 | 12.8 | 0.5 | 62.4 | 1.95 | 19.00 | 18.8 | 12 | .0 | N.C. | N.A. | N.A. | | N.A. | |
| 1990 | 33.9 | 99.9 | 81.1 | 21.9 | 1.4 | 7.0 | 1.95 | 19.00 | 18.8 | 12 | .0 | N.C. | N.A. | N.A. | | N.A. | |
| **SAN DIEGO MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 60.9 | 99.1 | 85.2 | 39.4 | 6.5 | 12.2 | 2.00 | 16.00 | 33.3 | 12 | 5.0 | 64.0 | 8 | 3565 | 58.54 | 5375 | 88.26 |
| 1990 | 67.7 | 99.1 | 85.2 | 47.9 | 6.6 | 11.6 | 2.00 | 16.00 | 33.3 | 12 | 4.3 | 64.0 | 0 | 3240 | 47.86 | 4885 | 72.16 |
| **SAN FRANCISCO FOCUS** | | | | | | | | | | | | | | | | | |
| 1991 | 179.2 | 100.0 | 97.5 | 250.4 | 0.0 | 0.0 | 2.50 | | 100.0 | 12 | .0 | 175.0 | 1 | 6110 | 34.10 | 8280 | 46.21 |
| 1990 | 183.4 | 100.0 | 97.7 | 321.9 | 100.0 | 0.0 | 2.50 | 12.00 | 60.0 | 12 | .0 | 175.0 | 0 | 5605 | 30.56 | 7595 | 41.41 |
| 1989 | 191.3 | 100.0 | 97.5 | 322.8 | 100.0 | 0.0 | 2.50 | 12.00 | 60.0 | 12 | .0 | 175.0 | 0 | 5240 | 27.39 | 7100 | 37.11 |
| 1988 | 187.2 | 100.0 | 97.1 | 253.9 | 100.0 | 0.0 | 2.50 | 5.00 | 83.3 | 12 | 1.7 | 175.0 | 0 | 4765 | 25.45 | 6455 | 34.48 |
| 1987# | 202.7 | 100.0 | 97.3 | 255.5 | 100.0 | 0.0 | 2.50 | 5.00 | 83.3 | 12 | 9.9 | 200.0 | 3 | 4455 | 21.98 | 6035 | 29.77 |
| **SEATTLE WEEKLY** | | | | | | | | | | | | | | | | | |
| 1991 | 33.2 | 99.7 | 59.0 | 19.6 | 55.7 | 2.8 | 0.75 | 23.95 | 38.6 | 52 | .0 | N.C. | N.A. | 1640 | 49.40 | N.A. | |
| 1990 | 34.1 | 99.7 | 60.4 | 21.1 | 30.8 | 1.1 | 0.75 | 29.95 | 23.2 | 52 | .1 | N.C. | N.A. | 1640 | 48.09 | N.A. | |
| **SOUTH FLORIDA** | | | | | | | | | | | | | | | | | |
| 1991 | 39.8 | 99.4 | 91.0 | 8.3 | 70.7 | 0.0 | 3.00 | 24.95 | 30.7 | 12 | 2.4 | N.C. | N.A. | 5100 | 128.14 | 6370 | 160.05 |
| 1990 | 38.8 | 99.8 | 90.6 | 28.5 | 7.0 | 0.0 | 3.00 | 24.95 | 30.7 | 12 | 2.0 | N.C. | N.A. | 3475 | 89.56 | 4325 | 111.47 |
| **THE TENNESSEE MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 341.2 | 100.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.00 | 2.16 | 0.0 | 12 | .0 | N.C. | N.A. | 2740 | 8.03 | 3700 | 10.84 |
| 1990 | 324.8 | 100.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.00 | 2.16 | 0.0 | 12 | .0 | N.C. | N.A. | 2490 | 7.67 | 3360 | 10.34 |
| **TEXAS MONTHLY** | | | | | | | | | | | | | | | | | |
| 1991 | 307.0 | 99.6 | 88.9 | 283.5 | 13.9 | 0.0 | 2.50 | 18.00 | 40.0 | 12 | .0 | 300.0 | 0 | 12125 | 39.50 | 18610 | 60.62 |
| 1990 | 305.6 | 99.6 | 89.0 | 247.7 | 18.9 | 0.0 | 2.50 | 18.00 | 40.0 | 12 | .1 | 300.0 | 1 | 11545 | 37.78 | 17720 | 57.98 |
| 1989 | 301.9 | 99.6 | 87.1 | 279.8 | 23.5 | 0.0 | 1.95 | 18.00 | 23.1 | 12 | .5 | 300.0 | 4 | 10995 | 36.42 | 16875 | 55.90 |
| 1988 | 304.2 | 99.6 | 85.6 | 269.6 | 23.1 | 0.0 | 1.95 | 18.00 | 23.1 | 12 | .3 | 295.0 | 2 | 9840 | 32.35 | 15085 | 49.59 |
| 1987 | 310.6 | 99.5 | 85.0 | 228.0 | 26.6 | 0.1 | 1.95 | 18.00 | 23.1 | 12 | .0 | 295.0 | 1 | 9325 | 30.02 | 14300 | 46.04 |



#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. In 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **METROPOLITAN/REGIONAL/STATE (cont.)** | | | | | | | | | | | | | | | | | |
| **THE WASHINGTONIAN** | | | | | | | | | | | | | | | | | |
| 1991 | 164.3 | 99.5 | 63.6 | 87.6 | 51.4 | 0.0 | 2.50 | 21.95 | 26.8 | 12 | .0 | 110.0 | 0 | 6920 | 42.12 | 10625 | 64.67 |
| 1990 | 165.5 | 99.4 | 65.2 | 109.5 | 63.2 | 0.0 | 1.95 | 19.95 | 14.7 | 12 | .0 | 110.0 | 0 | 6290 | 38.01 | 9655 | 58.34 |
| **MILITARY & NAVAL (AIR FORCE, ARMY, NAVY & MARINES)** | | | | | | | | | | | | | | | | | |
| **AIR FORCE TIMES** | | | | | | | | | | | | | | | | | |
| 1991 | 92.4 | 88.5 | 87.1 | 87.5 | 51.6 | 8.6 | 2.00 | 48.00 | 53.8 | 52 | 7.1 | 93.0 | 32 | 5145 | 55.68 | 10465 | 113.26 |
| 1990 | 95.1 | 85.2 | 86.5 | 93.7 | 60.1 | 4.0 | 2.00 | 48.00 | 54.7 | 53 | 8.6 | 89.0 | 3 | 4900 | 51.52 | 9965 | 104.78 |
| **ARMY TIMES** | | | | | | | | | | | | | | | | | |
| 1991 | 130.0 | 83.7 | 85.6 | 131.2 | 46.5 | 6.9 | 2.00 | 48.00 | 53.8 | 52 | 12.6 | 124.0 | 10 | 5990 | 46.08 | 12065 | 92.81 |
| 1990 | 127.7 | 79.9 | 84.1 | 127.1 | 59.2 | 3.5 | 2.00 | 48.00 | 54.7 | 53 | 10.5 | 126.0 | 21 | 5705 | 44.68 | 11490 | 89.98 |
| **NAVY TIMES** | | | | | | | | | | | | | | | | | |
| 1991 | 88.3 | 87.3 | 87.9 | 77.0 | 57.0 | 7.4 | 2.00 | 48.00 | 53.8 | 52 | 6.5 | 88.0 | 27 | 3990 | 45.19 | 10165 | 115.12 |
| 1990 | 89.5 | 86.4 | 88.3 | 83.2 | 59.6 | 3.3 | 2.00 | 45.00 | 57.5 | 53 | 7.3 | 90.0 | 30 | 3800 | 42.46 | 9680 | 108.16 |
| **MOTORCYCLE** | | | | | | | | | | | | | | | | | |
| **AMERICAN MOTORCYCLIST** | | | | | | | | | | | | | | | | | |
| 1991 | 165.4 | 98.3 | 100.0 | 150.6 | 0.6 | 0.0 | 1.25 | 7.50 | 50.0 | 12 | .0 | N.C. | N.A. | 3675 | 22.22 | 6010 | 36.34 |
| 1990 | 154.1 | 98.4 | 100.0 | 153.7 | 0.6 | 0.0 | 1.25 | 7.50 | 50.0 | 12 | .0 | N.C. | N.A. | 3342 | 21.69 | 5010 | 32.51 |
| **BIKER** | | | | | | | | | | | | | | | | | |
| 1991 | 63.8 | 70.1 | 5.0 | 2.1 | 56.0 | 0.0 | 3.50 | 14.95 | 42.4- | 3 | .0 | N.C. | N.A. | 2212 | 34.67 | 3027 | 47.45 |
| **CYCLE WORLD** | | | | | | | | | | | | | | | | | |
| 1991 | 258.7 | 91.1 | 69.3 | 220.0 | 14.4 | 0.0 | 2.50 | 17.94 | 40.2 | 12 | .0 | 240.0 | 0 | 14910 | 57.63 | 22360 | 86.43 |
| 1990 | 249.6 | 90.8 | 70.7 | 200.7 | 14.0 | 0.0 | 2.25 | 17.94 | 33.6 | 12 | .0 | 240.0 | 2 | 9555 | 38.28 | 14330 | 57.41 |
| 1989 | 243.0 | 91.3 | 71.3 | 195.7 | 14.1 | 0.0 | 2.00 | 15.94 | 33.6 | 12 | .0 | 240.0 | 3 | 8930 | 36.75 | 13395 | 55.12 |
| 1988 | 275.9 | 90.4 | 72.2 | 175.9 | 13.3 | 1.3 | 2.00 | 15.94 | 33.6 | 12 | 18.9 | 285.0 | 10 | 10290 | 37.30 | 15440 | 55.96 |
| 1987# | 285.3 | 90.6 | 71.4 | 173.1 | 17.0 | 0.4 | 1.75 | 13.94 | 33.6 | 12 | 24.1 | 285.0 | 12 | 10290 | 36.07 | 15440 | 54.12 |
| **DIRT BIKE** | | | | | | | | | | | | | | | | | |
| 1991 | 115.1 | 79.0 | 32.7 | 31.7 | 75.7 | 0.0 | 2.95 | 18.98 | 46.4 | 12 | 4.5 | N.C. | N.A. | 4655 | 40.44 | 6810 | 59.17 |
| 1990 | 120.2 | 78.7 | 30.4 | 30.8 | 72.6 | 0.0 | 2.50 | 15.98 | 46.7 | 12 | 4.4 | N.C. | N.A. | 4655 | 38.73 | 6810 | 56.66 |
| **DIRT RIDER** | | | | | | | | | | | | | | | | | |
| 1991 | 159.3 | 88.5 | 70.7 | 116.1 | 10.7 | 0.7 | 2.95 | 17.94 | 49.3 | 12 | .0 | 150.0 | 1 | 4885 | 30.67 | 8230 | 51.66 |
| 1990 | 167.1 | 89.6 | 69.6 | 112.9 | 13.1 | 0.8 | 2.75 | 15.94 | 51.7 | 12 | .0 | 150.0 | 0 | 4440 | 26.57 | 7635 | 45.69 |

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| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **MOTORCYCLE (cont.)** | | | | | | | | | | | | | | | | | |
| **DIRT WHEELS** | | | | | | | | | | | | | | | | | |
| 1991 | 53.8 | 89.3 | 35.6 | 16.1 | 62.7 | 0.0 | 2.95 | 18.98 | 46.4 | 12 | .0 | N.C. | N.A. | 2390 | 44.42 | 4165 | 77.42 |
| 1990 | 60.4 | 89.8 | 34.3 | 17.7 | 67.3 | 0.0 | 2.95 | 18.98 | 46.4 | 12 | .0 | N.C. | N.A. | 2390 | 39.57 | 4165 | 68.96 |
| **EASYRIDERS** | | | | | | | | | | | | | | | | | |
| 1991 | 356.7 | 72.6 | 27.9 | 84.0 | 82.5 | 40.0 | 3.50 | 34.95 | 16.8 | 12 | .0 | N.C. | N.A. | 11990 | 33.61 | 17380 | 48.72 |
| 1990 | 313.3 | 80.0 | 32.7 | 74.8 | 34.3 | 28.1 | 2.95 | 29.95 | 15.4 | 12 | .0 | N.C. | N.A. | 11990 | 38.27 | 17380 | 55.47 |
| **MOTOCROSS ACTION MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 90.7 | 75.5 | 27.7 | 20.3 | 64.6 | 0.0 | 2.95 | 18.98 | 46.4 | 12 | 1.7 | N.C. | N.A. | 3430 | 37.82 | 5540 | 61.08 |
| 1990 | 90.1 | 75.8 | 25.9 | 19.8 | 66.8 | 0.0 | 2.95 | 17.98 | 49.2 | 12 | 2.6 | N.C. | N.A. | 3120 | 34.63 | 5035 | 55.88 |
| **MOTORCYCLIST** | | | | | | | | | | | | | | | | | |
| 1991 | 232.5 | 87.8 | 65.0 | 167.6 | 13.0 | 0.0 | 2.75 | 17.94 | 45.6 | 12 | .0 | 200.0 | 0 | 7425 | 31.94 | 12030 | 51.74 |
| 1990 | 223.9 | 88.9 | 59.8 | 160.1 | 16.6 | 0.0 | 2.50 | 17.94 | 40.2 | 12 | .0 | 200.0 | 0 | 7425 | 33.16 | 12030 | 53.73 |
| **RIDER** | | | | | | | | | | | | | | | | | |
| 1991 | 106.8 | 95.8 | 88.0 | 84.6 | 5.9 | 0.0 | 1.95 | 15.98 | 31.7 | 12 | 1.0 | N.C. | N.A. | 4260 | 39.89 | 6330 | 59.27 |
| 1990 | 102.3 | 96.2 | 88.7 | 79.7 | 9.9 | 30.2 | 1.95 | 15.98 | 31.7 | 12 | .2 | N.C. | N.A. | 4260 | 41.64 | 6330 | 61.88 |
| **MUSIC** | | | | | | | | | | | | | | | | | |
| **AUDIO** | | | | | | | | | | | | | | | | | |
| 1991 | 142.4 | 89.1 | 79.0 | 97.5 | 18.1 | 0.0 | 2.95 | 21.94 | 38.0 | 12 | 4.9 | N.C. | N.A. | 11315 | 79.46 | 14510 | 101.90 |
| 1990 | 142.3 | 88.0 | 77.0 | 90.2 | 15.7 | 0.0 | 2.75 | 21.94 | 33.5 | 12 | 4.5 | N.C. | N.A. | 11315 | 79.52 | 14510 | 101.97 |
| **CD REVIEW** | | | | | | | | | | | | | | | | | |
| 1991 | 112.4 | 91.3 | 77.5 | 78.0 | 2.0 | 17.3 | 2.95 | 29.94 | 15.4 | 12 | 8.9 | N.C. | N.A. | 5760 | 51.25 | 6485 | 57.70 |
| 1990 | 114.9 | 90.6 | 76.6 | 67.6 | 14.9 | 6.3 | 2.95 | 19.94 | 43.7 | 12 | 7.0 | N.C. | N.A. | 5500 | 47.87 | 6325 | 55.05 |
| **CIRCUS MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 145.8 | 85.9 | 24.9 | 49.4 | 24.6 | 10.2 | 3.50 | 22.00 | 47.6 | 12 | .0 | N.C. | N.A. | 5950 | 40.81 | 7890 | 54.12 |
| 1990 | 200.5 | 88.8 | 21.8 | 61.0 | 26.6 | 4.8 | 2.95 | 22.00 | 37.9 | 12 | .0 | N.C. | N.A. | 5950 | 29.68 | 7890 | 39.35 |
| **COUNTRY MUSIC** | | | | | | | | | | | | | | | | | |
| 1991 | 533.7 | 99.1 | 96.0 | 702.2 | 0.6 | 29.9 | 2.50 | 13.98 | 6.8 | 6 | .0 | 525.0 | 2 | 10650 | 19.96 | 13845 | 25.94 |
| 1990 | 475.1 | 98.8 | 96.7 | 613.5 | 0.2 | 28.0 | 2.50 | 13.98 | 6.8 | 6 | .0 | 475.0 | 3 | 9650 | 20.31 | 12545 | 26.40 |
| **GUITAR FOR THE PRACTICING MUSICIAN** | | | | | | | | | | | | | | | | | |
| 1991 | 179.3 | 80.4 | 29.6 | 58.1 | 67.0 | 4.4 | 3.50 | 27.95 | 33.5 | 12 | .0 | N.C. | N.A. | 2880 | 16.06 | 3950 | 22.03 |
| 1990 | 178.8 | 81.2 | 32.4 | 52.0 | 77.1 | 0.0 | 3.50 | 27.95 | 33.5 | 12 | .0 | N.C. | N.A. | 2880 | 16.11 | 3950 | 22.09 |
| **GUITAR PLAYER** | | | | | | | | | | | | | | | | | |
| 1991 | 118.3 | 69.0 | 43.5 | 90.9 | 3.0 | 0.8 | 3.50 | 29.95 | 28.7 | 12 | 2.8 | N.C. | N.A. | 4020 | 33.98 | 6060 | 51.23 |
| 1990 | 121.4 | 65.6 | 42.6 | 63.7 | 90.9 | 0.0 | 3.50 | 29.95 | 42.6- | 6 | 1.8 | N.C. | N.A. | 4020 | 33.11 | 6060 | 49.92 |



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| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **MUSIC (cont.)** | | | | | | | | | | | | | | | | | |
| **KEYBOARD** | | | | | | | | | | | | | | | | | |
| 1991 | 69.6 | 73.9 | 53.5 | 57.1 | 2.5 | 2.7 | 3.95 | 35.95 | 24.2 | 12 | 1.4 | N.C. | N.A. | 2700 | 38.79 | 4125 | 59.27 |
| 1990 | 70.5 | 74.1 | 52.1 | 48.5 | 86.7 | 0.0 | 3.50 | 35.95 | 71.2- | 6 | 1.1 | N.C. | N.A. | 2480 | 35.18 | 3820 | 54.18 |
| **METAL EDGE** | | | | | | | | | | | | | | | | | |
| 1991 | 147.0 | 86.6 | 0.0 | 0.0 | 0.0 | 0.0 | 2.50 | .00 | 100.0 | 12 | .0 | 175.0 | 12 | 3080 | 20.95 | 4900 | 33.33 |
| 1990 | 172.7 | 88.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.50 | .00 | 100.0 | 12 | .0 | 200.0 | 0 | 2800 | 16.21 | 3920 | 22.70 |
| **MUSICIAN** | | | | | | | | | | | | | | | | | |
| 1991 | 112.1 | 88.4 | 59.5 | 70.0 | 32.9 | 4.0 | 2.95 | 17.00 | 52.0 | 12 | 2.9 | N.C. | N.A. | 4710 | 42.02 | 5810 | 51.83 |
| 1990 | 101.7 | 89.1 | 51.4 | 59.8 | 38.7 | 3.7 | 2.95 | 17.00 | 52.0 | 12 | 4.3 | N.C. | N.A. | 4520 | 44.44 | 5620 | 55.26 |
| **ROLLING STONE** | | | | | | | | | | | | | | | | | |
| 1991 | 1217.5 | 94.4 | 80.5 | 997.3 | 17.0 | 0.0 | 2.50 | 25.95 | 56.8 | 24 | .0 | 1200.0 | 0 | 35055 | 28.79 | 46700 | 38.36 |
| 1990# | 1202.1 | 93.9 | 76.3 | 949.5 | 11.0 | 0.1 | 2.50 | 25.95 | 56.8 | 24 | .0 | 1200.0 | 0 | 32305 | 26.87 | 43040 | 35.80 |
| 1989 | 1204.9 | 93.9 | 76.6 | 924.3 | 4.8 | 0.3 | 2.50 | 25.95 | 56.8 | 24 | .0 | N.C. | N.A. | 28090 | 23.31 | 40035 | 33.23 |
| 1988# | 1225.1 | 94.6 | 77.3 | 1084.2 | 8.6 | 2.7 | 2.50 | 25.95 | 56.8 | 24 | .0 | 1350.0 | 0 | 26250 | 21.43 | 37415 | 30.54 |
| 1987# | 1123.8 | 94.7 | 74.2 | 1049.0 | 10.1 | 9.0 | 1.95 | 23.95 | 48.8 | 24 | .0 | 1250.0 | 0 | 22825 | 20.31 | 33405 | 29.73 |
| **SPIN*** | | | | | | | | | | | | | | | | | |
| 1991 | 304.1 | 94.2 | 65.5 | 150.0 | 39.8 | 2.0 | 2.95 | 18.00 | 49.2 | 12 | 18.1 | 300.0 | 5 | 9790 | 32.19 | 13990 | 46.00 |
| 1990 | 254.3 | 91.4 | 56.4 | 172.4 | 51.2 | 2.4 | 2.95 | 18.00 | 1.7- | 6 | 6.9 | 225.0 | 1 | 7650 | 30.08 | 10930 | 42.98 |
| **STEREO REVIEW** | | | | | | | | | | | | | | | | | |
| 1991 | 518.4 | 92.9 | 89.8 | 363.0 | 13.5 | 0.0 | 2.50 | 13.94 | 53.5 | 12 | 24.5 | 500.0 | 0 | 25455 | 49.10 | 35630 | 68.73 |
| 1990 | 575.2 | 92.3 | 91.0 | 350.9 | 15.6 | 0.0 | 2.50 | 13.94 | 53.5 | 12 | 35.5 | 500.0 | 3 | 25455 | 44.25 | 35630 | 61.94 |
| **STEREOPHILE** | | | | | | | | | | | | | | | | | |
| 1991 | 60.7 | 92.4 | 84.3 | 76.8 | 16.7 | 74.2 | 4.95 | 35.00 | 41.1 | 12 | 3.1 | 60.0 | 3 | 2650 | 43.66 | 3545 | 58.40 |
| **NATURE & ECOLOGY** | | | | | | | | | | | | | | | | | |
| **AUDUBON** | | | | | | | | | | | | | | | | | |
| 1991 | 473.8 | 94.1 | 98.4 | 537.4 | 9.7 | 13.0 | 2.95 | 20.00 | 13.0- | 6 | .0 | 465.0 | 1 | 10850 | 22.90 | 17940 | 37.86 |
| 1990# | 458.2 | 97.4 | 98.7 | 497.5 | 10.3 | 30.6 | 4.00 | 20.00 | 16.7 | 6 | .0 | 465.0 | 0 | 10850 | 23.68 | 17940 | 39.15 |
| **GARBAGE, THE PRACTICAL JOURNAL FOR THE ENVIRONMENT** | | | | | | | | | | | | | | | | | |
| 1991 | 95.8 | 96.8 | 80.8 | 121.9 | 94.6 | 51.3 | 3.95 | 21.00 | 40.9 | 9 | .0 | 125.0 | 6 | 3420 | 35.70 | 4785 | 49.95 |

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NATURE & ECOLOGY (cont.)** | | | | | | | | | | | | | | | | | |
| **NATIONAL PARKS** | | | | | | | | | | | | | | | | | |
| 1991 | 281.6 | 98.9 | 99.7 | 228.9 | 7.3 | 0.0 | 2.50 | 7.00 | 6.7 | 3 | .0 | 200.0 | 0 | 3750 | 13.32 | 5530 | 19.64 |
| **SIERRA** | | | | | | | | | | | | | | | | | |
| 1991 | 516.3 | 98.0 | 96.8 | 441.3 | 2.0 | 0.0 | 2.95 | 7.50 | 57.6 | 6 | .0 | 518.0 | 3 | 11010 | 21.32 | 16150 | 31.28 |
| 1990 | 460.6 | 97.8 | 98.3 | 491.9 | 98.9 | 0.0 | 2.95 | 7.50 | 57.6 | 6 | .0 | 415.0 | 0 | 8705 | 18.90 | 12765 | 27.71 |
| 1989 | 406.4 | 97.6 | 98.0 | 429.7 | 99.9 | 19.1 | 2.50 | 7.50 | 50.0 | 6 | .0 | 375.0 | 0 | 7570 | 18.63 | 11100 | 27.31 |
| 1988 | 366.2 | 98.1 | 98.2 | 395.7 | 100.0 | 17.5 | 2.50 | 15.00 | 0.0 | 6 | .0 | 350.0 | 1 | 6580 | 17.97 | 9650 | 26.35 |
| 1987 | 331.7 | 98.2 | 97.7 | 339.4 | 98.7 | 13.0 | 2.50 | 12.00 | 20.0 | 6 | 3.9 | 320.0 | 0 | 6015 | 18.13 | 8825 | 26.61 |
| **WILDBIRD** | | | | | | | | | | | | | | | | | |
| 1991 | 124.0 | 98.5 | 96.4 | 156.8 | 16.7 | 0.0 | 2.95 | 23.97 | 32.3 | 12 | .0 | N.C | N.A. | 2200 | 17.74 | 3300 | 26.61 |
| 1990 | 79.7 | 98.0 | 94.8 | 85.9 | 27.7 | 0.0 | 2.50 | 21.97 | 46.5- | 6 | .0 | N.C | N.A. | 1750 | 21.96 | 2600 | 32.62 |
| **ZOOMIN'** | | | | | | | | | | | | | | | | | |
| 1991 | 12.2 | 100.0 | 100.0 | 11.5 | 0.6 | 0.0 | 3.00 | 12.00 | 20.0 | 5 | .0 | N.C | N.A. | 1300 | 106.56 | 1500 | 122.95 |
| 1990 | 11.9 | 100.0 | 100.0 | 12.0 | 1.2 | 0.0 | 3.00 | 12.00 | 33.3- | 3 | .0 | N.C | N.A. | 1300 | 109.24 | 1500 | 126.05 |
| **NEWSPAPER DISTRIBUTED MAGAZINES** | | | | | | | | | | | | | | | | | |
| **USA TODAY BASEBALL WEEKLY** | | | | | | | | | | | | | | | | | |
| 1991 | 188.0 | 94.7 | 18.1 | 8.9 | 99.2 | 20.6 | 1.00 | 35.00 | 52.2- | 23 | .0 | 125.0 | 1 | 4725 | 25.13 | 6300 | 33.51 |
| **THE WASHINGTON POST NATIONAL WEEKLY EDITION** | | | | | | | | | | | | | | | | | |
| 1991 | 90.0 | 96.4 | 97.0 | 151.9 | 16.8 | 0.0 | 1.95 | 48.00 | 52.7 | 52 | .0 | 80.0 | 0 | 17980 | 199.78 | 22795 | 253.28 |
| 1990 | 84.9 | 95.7 | 99.0 | 151.0 | 12.9 | 0.0 | 1.95 | 48.00 | 53.6 | 53 | .0 | 70.0 | 2 | 16960 | 199.76 | 21500 | 253.24 |
| **NEWS-WEEKLIES** | | | | | | | | | | | | | | | | | |
| **ENTERTAINMENT WEEKLY** | | | | | | | | | | | | | | | | | |
| 1991 | 743.2 | 95.4 | 93.3 | 1644.6 | 22.9 | 19.9 | 1.95 | 51.48 | 5.6- | 25 | .7 | 650.0 | 5 | 17500 | 23.55 | 22900 | 30.81 |
| **INSIGHT** | | | | | | | | | | | | | | | | | |
| 1991# | 367.6 | 98.5 | 99.5 | 368.2 | 0.1 | 25.1 | 2.00 | 39.00 | 61.0 | 50 | 28.7 | 400.0 | 50 | 10000 | 27.20 | 12000 | 32.64 |
| 1990 | 473.3 | 98.8 | 100.0 | 656.9 | 37.6 | 4.6 | 2.00 | 39.00 | 25.0 | 26 | 40.4 | 500.0 | 0 | 12500 | 26.41 | 15000 | 31.69 |
| **JET** | | | | | | | | | | | | | | | | | |
| 1991 | 964.0 | 98.1 | 85.3 | 935.1 | 61.8 | 0.0 | 1.25 | 36.00 | 44.6 | 52 | .0 | 850.0 | 0 | 12584 | 13.05 | 17544 | 18.20 |
| 1990 | 950.4 | 98.0 | 83.6 | 987.0 | 54.3 | 0.0 | 1.25 | 36.00 | 43.5 | 51 | 31.2 | 850.0 | 5 | 12584 | 13.24 | 17544 | 18.46 |
| 1989 | 876.0 | 97.9 | 80.7 | 1161.4 | 54.7 | 0.0 | 1.25 | 36.00 | 43.5 | 51 | 23.5 | 850.0 | 16 | 11985 | 13.68 | 16709 | 19.07 |
| 1988 | 851.2 | 98.1 | 82.2 | 1128.6 | 54.2 | 0.0 | 1.25 | 36.00 | 43.5 | 51 | 34.8 | 850.0 | 23 | 10895 | 12.80 | 15190 | 17.85 |
| 1987 | 832.6 | 97.9 | 81.4 | 1042.7 | 59.5 | 0.0 | 1.25 | 36.00 | 43.5 | 51 | 69.5 | 850.0 | 23 | 10875 | 13.05 | 15190 | 18.22 |



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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NEW YORK MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 426.8 | 99.1 | 91.8 | 458.6 | 26.3 | 1.2 | 2.50 | 39.98 | 68.0 | 50 | .5 | 415.0 | 0 | 17980 | 42.13 | 28300 | 66.31 |
| 1990 | 436.8 | 99.0 | 91.4 | 478.4 | 31.0 | 6.8 | 2.25 | 39.00 | 66.0 | 51 | .0 | 415.0 | 0 | 16570 | 37.93 | 26080 | 59.71 |
| 1989 | 429.7 | 99.1 | 91.0 | 459.2 | 39.9 | 6.9 | 1.95 | 37.00 | 62.1 | 50 | .0 | 415.0 | 0 | 15340 | 35.70 | 24150 | 56.20 |
| 1988 | 429.1 | 99.1 | 90.9 | 447.4 | 37.1 | 5.6 | 1.95 | 37.00 | 62.1 | 50 | .0 | 415.0 | 0 | 14200 | 33.09 | 22360 | 52.11 |
| 1987 | 429.9 | 99.2 | 90.6 | 460.0 | 37.2 | 6.9 | 1.95 | 35.00 | 64.1 | 50 | .0 | 415.0 | 0 | 13400 | 31.17 | 21090 | 49.06 |
| **NEWSWEEK** | | | | | | | | | | | | | | | | | |
| 1991 | 3318.7 | 96.6 | 94.0 | 3279.9 | 18.7 | 25.0 | 2.95 | 41.08 | 100.0 | 52 | .0 | 3100.0 | 0 | 69455 | 20.93 | 108050 | 32.56 |
| 1990 | 3219.6 | 96.5 | 94.4 | 3413.5 | 17.9 | 27.9 | 2.50 | 41.87 | 68.4 | 53 | 19.1 | 3100.0 | 0 | 63140 | 19.61 | 100980 | 31.36 |
| 1989 | 3234.2 | 95.9 | 94.7 | 3246.7 | 16.2 | 22.4 | 2.00 | 41.08 | 60.5 | 52 | 11.2 | 3100.0 | 0 | 59850 | 18.51 | 95715 | 29.59 |
| 1988 | 3271.4 | 95.4 | 94.4 | 3397.8 | 7.6 | 31.1 | 2.00 | 41.08 | 60.5 | 52 | 2.7 | 3100.0 | 0 | 57495 | 17.58 | 91945 | 28.11 |
| 1987 | 3189.6 | 95.0 | 94.3 | 3512.7 | 9.4 | 26.0 | 2.00 | 41.00 | 60.6 | 52 | 23.5 | 3050.0 | 0 | 54095 | 16.96 | 86500 | 27.12 |
| **PEOPLE WEEKLY** | | | | | | | | | | | | | | | | | |
| 1991 | 3309.4 | 92.5 | 48.9 | 2769.6 | 60.6 | 0.2 | 1.95 | 79.75 | 22.8 | 53 | 4.2 | 3150.0 | 11 | 70730 | 21.37 | 91165 | 27.55 |
| 1990# | 3193.0 | 93.1 | 46.4 | 2237.6 | 56.4 | 0.1 | 1.95 | 75.06 | 26.0 | 52 | 12.9 | 3150.0 | 16 | 64750 | 20.28 | 83460 | 26.14 |
| 1989 | 3307.2 | 93.9 | 46.4 | 2033.7 | 58.7 | 0.0 | 1.95 | 67.08 | 33.8 | 52 | 7.0 | 3000.0 | 2 | 58560 | 17.71 | 75485 | 22.82 |
| 1988 | 3314.3 | 94.1 | 45.2 | 1930.5 | 54.6 | 0.7 | 1.69 | 61.88 | 28.2 | 51 | 5.8 | 2950.0 | 4 | 54325 | 16.39 | 70025 | 21.13 |
| 1987# | 3101.6 | 94.6 | 44.5 | 1980.8 | 60.1 | 0.0 | 1.69 | 58.50 | 33.4 | 52 | 27.6 | 2900.0 | 13 | 50820 | 16.39 | 65505 | 21.12 |
| **SPORTS ILLUSTRATED** | | | | | | | | | | | | | | | | | |
| 1991 | 3365.2 | 95.4 | 96.0 | 4721.8 | 48.2 | 63.5 | 2.95 | 69.66 | 54.6 | 52 | 28.0 | 3150.0 | 0 | 79115 | 23.51 | 120950 | 35.94 |
| 1990 | 3361.1 | 95.0 | 96.0 | 4642.5 | 76.5 | 57.2 | 2.75 | 69.66 | 52.2 | 53 | 19.5 | 3150.0 | 1 | 73255 | 21.79 | 113220 | 33.69 |
| 1989 | 3601.2 | 94.5 | 95.6 | 5477.9 | 76.3 | 53.2 | 2.69 | 64.26 | 54.9 | 53 | 26.7 | 3150.0 | 0 | 67515 | 18.75 | 105320 | 29.25 |
| 1988 | 3382.2 | 94.2 | 95.5 | 5084.5 | 72.0 | 46.2 | 2.25 | 64.26 | 47.1 | 54 | 14.2 | 3000.0 | 0 | 65230 | 19.29 | 101760 | 30.09 |
| 1987 | 3152.3 | 94.5 | 95.5 | 4463.8 | 69.7 | 46.0 | 2.25 | 64.26 | 47.1 | 54 | 16.1 | 2975.0 | 0 | 57350 | 18.19 | 89470 | 28.38 |
| **TIME-THE WEEKLY NEWSMAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 4157.7 | 98.6 | 94.6 | 5189.4 | 18.9 | 42.0 | 2.50 | 61.88 | 52.4 | 52 | 27.5 | 4000.0 | 1 | 91000 | 21.89 | 134400 | 32.33 |
| 1990 | 4173.7 | 98.7 | 95.2 | 5707.4 | 21.3 | 41.7 | 2.50 | 58.24 | 56.9 | 54 | 32.9 | 4000.0 | 0 | 77010 | 18.45 | 120130 | 28.78 |
| 1989 | 4366.1 | 98.7 | 95.0 | 5550.6 | 29.3 | 49.2 | 2.00 | 58.24 | 44.0 | 52 | 146.2 | 4300.0 | 10 | 77010 | 17.64 | 120130 | 27.51 |
| 1988 | 4693.2 | 98.6 | 95.2 | 7473.1 | 44.7 | 65.2 | 2.00 | 58.24 | 44.0 | 52 | 91.2 | 4600.0 | 5 | 77010 | 16.41 | 120130 | 25.60 |
| 1987 | 4690.8 | 98.6 | 94.9 | 6974.4 | 18.7 | 66.8 | 2.00 | 58.24 | 44.0 | 52 | 102.1 | 4600.0 | 8 | 77010 | 16.42 | 120130 | 25.61 |
| **TV GUIDE** | | | | | | | | | | | | | | | | | |
| 1991 | 15203.5 | 99.7 | 57.3 | 10851.2 | 33.9 | 4.0 | 0.79 | 39.52 | 3.8 | 52 | .0 | 15200.0 | 44 | 99700 | 6.56 | 117350 | 7.72 |
| 1990 | 15720.7 | 99.7 | 55.9 | 11330.0 | 37.9 | 3.5 | 0.75 | 37.44 | 4.0 | 52 | .0 | 15800.0 | 34 | 95900 | 6.10 | 112900 | 7.18 |
| 1989 | 16090.0 | 99.6 | 54.8 | 11426.8 | 38.2 | 3.9 | 0.75 | 37.44 | 4.0 | 52 | .0 | 15800.0 | 16 | 95900 | 5.96 | 112900 | 7.02 |
| 1988 | 16604.3 | 99.6 | 54.1 | 11225.0 | 40.8 | 3.7 | 0.75 | 37.44 | 5.8 | 53 | .0 | 16400.0 | 27 | 88900 | 5.35 | 104600 | 6.30 |
| 1987# | 17125.6 | 99.6 | 51.7 | 12633.1 | 38.9 | 3.6 | 0.60 | 29.90 | 4.2 | 52 | .0 | 16400.0 | 0 | 84600 | 4.94 | 99750 | 5.82 |

#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NEWS-WEEKLIES (cont.)** | | | | | | | | | | | | | | | | | |
| **U.S. NEWS & WORLD REPORT** | | | | | | | | | | | | | | | | | |
| 1991 | 2291.1 | 97.6 | 96.8 | 2472.9 | 33.8 | 35.6 | 2.50 | 39.75 | 68.8 | 51 | .0 | 2150.0 | 0 | 48500 | 21.17 | 72400 | 31.60 |
| 1990 | 2315.5 | 97.5 | 96.8 | 2722.2 | 40.4 | 32.7 | 1.95 | 39.75 | 60.0 | 51 | .0 | 2150.0 | 0 | 44975 | 19.42 | 67120 | 28.99 |
| 1989 | 2256.7 | 97.9 | 97.1 | 2793.7 | 75.4 | 37.3 | 1.95 | 39.75 | 59.2 | 50 | 21.0 | 2150.0 | 0 | 42150 | 18.68 | 62905 | 27.87 |
| 1988 | 2333.1 | 97.5 | 97.4 | 2892.9 | 78.5 | 41.2 | 1.95 | 39.75 | 59.2 | 50 | .0 | 2050.0 | 0 | 40180 | 17.22 | 59965 | 25.70 |
| 1987 | 2290.5 | 97.6 | 97.4 | 2632.7 | 75.4 | 38.1 | 1.95 | 34.50 | 65.3 | 51 | .0 | 2050.0 | 0 | 36400 | 15.89 | 55300 | 24.14 |
| **WEEKLY WORLD NEWS** | | | | | | | | | | | | | | | | | |
| 1991 | 726.2 | 89.6 | 3.5 | 31.1 | 58.0 | 0.0 | 0.75 | 24.95 | 37.2 | 53 | .0 | N.C | N.A. | 3530 | 4.86 | N.A. | |
| 1990 | 800.6 | 89.5 | 3.5 | 35.8 | 58.1 | 0.0 | 0.75 | 24.95 | 36.0 | 52 | .0 | N.C | N.A. | 3530 | 4.41 | N.A. | |
| **PHOTOGRAPHY** | | | | | | | | | | | | | | | | | |
| **AMERICAN PHOTO** | | | | | | | | | | | | | | | | | |
| 1991 | 267.0 | 91.5 | 81.1 | 183.6 | 9.7 | 0.0 | 3.50 | 17.90 | 14.8 | 6 | .0 | 250.0 | 0 | 12200 | 45.69 | 19400 | 72.66 |
| 1990 | 262.8 | 92.7 | 83.8 | 231.2 | 9.3 | 0.0 | 3.50 | 17.90 | 14.8 | 6 | 1.7 | 250.0 | 0 | 11300 | 43.00 | 18000 | 68.49 |
| 1989 | 240.4 | 94.3 | 89.8 | 245.5 | 13.3 | 0.0 | 2.50 | 17.90 | 40.3 | 12 | 9.0 | 250.0 | 7 | 10460 | 43.51 | 16620 | 69.13 |
| 1988 | 244.6 | 94.0 | 89.4 | 206.0 | 14.5 | 0.3 | 2.50 | 17.90 | 40.3 | 12 | 2.9 | 250.0 | 9 | 9965 | 40.74 | 15825 | 64.70 |
| 1987# | 252.4 | 93.8 | 85.8 | 253.2 | 14.5 | 1.7 | 2.50 | 17.90 | 40.3 | 12 | 4.2 | 250.0 | 2 | 9400 | 37.24 | 14930 | 59.15 |
| **DARKROOM & CREATIVE CAMERA TECHNIQUES** | | | | | | | | | | | | | | | | | |
| 1991 | 43.1 | 91.3 | 82.1 | 24.9 | 73.7 | 51.2 | 4.50 | 15.95 | 40.9 | 6 | 3.8 | N.C. | N.A. | 2175 | 50.46 | 3380 | 78.42 |
| 1990 | 44.5 | 91.5 | 82.7 | 27.4 | 89.5 | 45.4 | 4.00 | 13.95 | 41.9 | 6 | 3.9 | N.C. | N.A. | 2015 | 45.28 | 3130 | 70.34 |
| **OUTDOOR PHOTOGRAPHER** | | | | | | | | | | | | | | | | | |
| 1991 | 177.1 | 92.9 | 81.4 | 193.8 | 6.4 | 6.6 | 2.95 | 21.95 | 25.6 | 10 | .0 | N.C | N.A. | 7995 | 45.14 | 11120 | 62.79 |
| 1990 | 169.6 | 93.0 | 78.5 | 175.0 | 6.1 | 8.5 | 2.95 | 21.95 | 25.6 | 10 | 2.3 | N.C | N.A. | 7780 | 45.87 | 10795 | 63.65 |
| **PETERSEN'S PHOTOGRAPHIC** | | | | | | | | | | | | | | | | | |
| 1991 | 216.7 | 92.4 | 77.8 | 186.9 | 10.1 | 0.0 | 2.95 | 19.94 | 43.7 | 12 | .0 | 200.0 | 0 | 8725 | 40.26 | 14835 | 68.46 |
| 1990 | 244.5 | 92.9 | 80.6 | 194.4 | 14.3 | 1.1 | 2.95 | 17.94 | 49.3 | 12 | 22.3 | 250.0 | 8 | 8725 | 35.69 | 14835 | 60.67 |
| **POPULAR PHOTOGRAPHY** | | | | | | | | | | | | | | | | | |
| 1991 | 852.2 | 93.6 | 91.4 | 538.4 | 9.2 | 0.6 | 2.50 | 17.94 | 40.2 | 12 | 34.1 | 850.0 | 4 | 44880 | 52.66 | 57920 | 67.97 |
| 1990 | 956.4 | 94.2 | 91.8 | 622.2 | 10.7 | 0.8 | 2.50 | 11.97 | 60.1 | 12 | .0 | 950.0 | 7 | 44880 | 46.93 | 57920 | 60.56 |
| 1989# | 826.4 | 94.9 | 91.6 | 625.4 | 10.7 | 0.0 | 2.50 | 11.97 | 60.1 | 12 | 32.2 | 950.0 | 3 | 44880 | 54.31 | 57920 | 70.09 |
| 1988# | 729.4 | 94.8 | 89.9 | 549.3 | 10.5 | 2.5 | 2.50 | 11.97 | 60.1 | 12 | 7.6 | 725.0 | 3 | 31070 | 42.60 | 40885 | 56.05 |
| 1987# | 745.7 | 95.1 | 89.5 | 514.9 | 16.0 | 6.3 | 2.25 | 11.97 | 55.7 | 12 | 8.6 | 750.0 | 5 | 31070 | 41.67 | 40885 | 54.83 |
| **SHUTTERBUG** | | | | | | | | | | | | | | | | | |
| 1991 | 86.8 | 94.4 | 59.4 | 31.9 | 18.7 | 0.0 | 2.95 | 18.00 | 49.2 | 12 | .0 | N.C | N.A. | 2450 | 28.23 | 3145 | 36.23 |
| 1990 | 82.3 | 95.2 | 62.0 | 47.9 | 36.9 | 0.0 | 2.95 | 16.00 | 54.8 | 12 | .0 | N.C | N.A. | 2295 | 27.89 | 2990 | 36.33 |



#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **POLITICAL & SOCIAL TOPICS** | | | | | | | | | | | | | | | | | |
| **COLUMBIA JOURNALISM REVIEW** | | | | | | | | | | | | | | | | | |
| 1991 | 31.2 | 94.5 | 92.3 | 28.8 | 26.2 | 0.0 | 3.00 | 18.00 | 0.0 | 6 | .0 | 31.0 | 3 | 4900 | 157.05 | 5500 | 176.28 |
| 1990 | 30.7 | 95.0 | 91.7 | 31.7 | 33.7 | 0.2 | 3.00 | 18.00 | 0.0 | 6 | .0 | 31.0 | 3 | 4600 | 149.84 | 5100 | 166.12 |
| **FOREIGN AFFAIRS** | | | | | | | | | | | | | | | | | |
| 1991 | 115.3 | 83.8 | 85.5 | 93.0 | 36.7 | 0.0 | 7.60 | 38.00 | 0.0 | 5 | .0 | 115.0 | 4 | 5830 | 50.56 | 8380 | 72.68 |
| 1990 | 108.4 | 86.5 | 85.9 | 100.7 | 35.8 | 0.0 | 6.95 | 32.00 | 130.2- | 2 | .0 | 107.5 | 2 | 5650 | 52.12 | 7290 | 67.25 |
| **THE NATION** | | | | | | | | | | | | | | | | | |
| 1991 | 97.2 | 97.1 | 96.7 | 126.8 | 10.4 | 0.0 | 1.75 | 44.00 | 46.5 | 47 | .1 | 85.0 | 0 | 2800 | 28.81 | N.A. | |
| 1990 | 92.5 | 97.2 | 97.6 | 130.4 | 15.3 | 0.0 | 1.75 | 36.00 | 57.1 | 48 | .5 | 85.0 | 0 | 2500 | 27.03 | 2550 | 27.57 |
| **NATIONAL REVIEW** | | | | | | | | | | | | | | | | | |
| 1991 | 152.9 | 97.2 | 95.6 | 154.2 | 14.9 | 69.5 | 2.95 | 57.00 | 19.5 | 24 | 1.6 | 150.0 | 5 | 5230 | 34.21 | 7840 | 51.28 |
| 1990 | 148.8 | 97.4 | 95.5 | 156.5 | 8.3 | 47.3 | 2.95 | 74.00 | 0.3- | 25 | 2.4 | 150.0 | 7 | 4935 | 33.17 | 7400 | 49.73 |
| 1989 | 134.0 | 97.4 | 95.0 | 128.0 | 19.5 | 26.6 | 1.95 | 39.00 | 20.0 | 25 | 1.7 | 120.0 | 0 | 4390 | 32.76 | 6580 | 49.10 |
| 1988 | 123.6 | 97.3 | 95.3 | 125.1 | 16.1 | 16.4 | 1.95 | 36.00 | 26.2 | 25 | 1.3 | 115.0 | 0 | 3475 | 28.11 | 4410 | 35.68 |
| **THE NEW REPUBLIC** | | | | | | | | | | | | | | | | | |
| 1991 | 94.5 | 96.8 | 94.6 | 114.1 | 33.3 | 0.0 | 2.95 | 69.97 | 49.5 | 47 | .5 | N.C | N.A. | 4500 | 47.62 | 6500 | 68.78 |
| 1990 | 97.5 | 96.8 | 94.9 | 103.5 | 41.2 | 0.6 | 2.95 | 59.97 | 57.6 | 48 | 1.0 | 97.5 | 23 | 4050 | 41.54 | 5875 | 60.26 |
| **REASON** | | | | | | | | | | | | | | | | | |
| 1991 | 33.3 | 97.6 | 96.3 | 64.3 | 0.3 | 2.6 | 2.95 | 24.00 | 26.0 | 11 | .0 | N.C. | N.A. | 1950 | 58.56 | N.A. | |
| **RELIGIOUS & DENOMINATIONAL** | | | | | | | | | | | | | | | | | |
| **CATHOLIC DIGEST** | | | | | | | | | | | | | | | | | |
| 1991 | 583.7 | 94.4 | 92.2 | 555.8 | 16.2 | 0.3 | 1.50 | 14.97 | 16.8 | 12 | 34.0 | 600.0 | 10 | 6727 | 11.52 | 8758 | 15.00 |
| 1990 | 594.2 | 94.1 | 92.9 | 546.9 | 15.5 | 1.4 | 1.50 | 14.97 | 16.8 | 12 | 31.8 | 600.0 | 9 | 6361 | 10.71 | 8282 | 13.94 |
| **SCIENCE/TECHNOLOGY** | | | | | | | | | | | | | | | | | |
| **AMERICAN SCIENTIST** | | | | | | | | | | | | | | | | | |
| 1991 | 110.3 | 94.4 | 99.1 | 100.6 | 5.4 | 0.0 | 4.75 | 28.00 | 1.8 | 6 | 4.3 | N.C. | N.A. | 4045 | 36.67 | 5145 | 46.65 |
| 1990 | 111.8 | 94.3 | 99.2 | 106.6 | 5.0 | 0.0 | 4.75 | 28.00 | 1.8 | 6 | .0 | N.C. | N.A. | 4045 | 36.18 | 5145 | 46.02 |
| **ASTRONOMY** | | | | | | | | | | | | | | | | | |
| 1991 | 160.8 | 76.6 | 68.6 | 109.2 | 60.2 | 5.0 | 2.95 | 24.00 | 32.2 | 12 | .0 | 160.0 | 5 | 3090 | 19.22 | 5265 | 32.74 |
| 1990 | 156.1 | 76.3 | 69.4 | 98.1 | 42.7 | 9.1 | 2.50 | 21.00 | 30.0 | 12 | .0 | 160.0 | 10 | 2940 | 18.83 | 5015 | 32.13 |

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## SCIENCE/TECHNOLOGY (cont.)

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **DISCOVER** | | | | | | | | | | | | | | | | | |
| 1991 | 1122.8 | 91.3 | 86.8 | 1009.4 | 10.8 | 0.0 | 2.95 | 27.00 | 8.5 | 10 | .0 | 1100.0 | 6 | 22745 | 20.26 | 32995 | 29.39 |
| 1990 | 1108.6 | 91.3 | 84.0 | 1334.4 | 16.1 | 0.0 | 2.95 | 27.00 | 23.7 | 12 | .0 | 1100.0 | 0 | 20585 | 18.57 | 29860 | 26.93 |
| 1989# | 1040.1 | 91.0 | 82.6 | 819.2 | 26.6 | 17.1 | 2.95 | 27.00 | 23.7 | 12 | .0 | 1050.0 | 0 | 17745 | 17.06 | 25740 | 24.75 |
| 1988# | 1018.4 | 87.5 | 82.4 | 1004.7 | 34.3 | 8.0 | 2.50 | 27.00 | 10.0 | 12 | .0 | 1000.0 | 0 | 16130 | 15.84 | 23400 | 22.98 |
| 1987 | 1189.7 | 88.9 | 84.9 | 781.8 | 30.6 | 11.1 | 2.50 | 27.00 | 10.0 | 12 | 2.4 | 925.0 | 0 | 13655 | 11.48 | 19810 | 16.65 |
| **OMNI** | | | | | | | | | | | | | | | | | |
| 1991 | 754.1 | 89.7 | 80.8 | 654.1 | 22.8 | 1.0 | 3.95 | 24.00 | 49.4 | 12 | 46.2 | 750.0 | 4 | 21730 | 28.82 | 30165 | 40.00 |
| 1990# | 881.8 | 87.6 | 77.5 | 751.9 | 29.2 | 2.4 | 3.50 | 24.00 | 42.9 | 12 | 33.5 | 750.0 | 6 | 21730 | 24.64 | 30165 | 34.21 |
| 1989 | 913.9 | 87.8 | 74.3 | 720.2 | 29.9 | 3.6 | 3.50 | 24.00 | 42.9 | 12 | 23.3 | 925.0 | 4 | 26800 | 29.32 | 37205 | 40.71 |
| 1988# | 931.5 | 87.2 | 71.4 | 728.0 | 37.7 | 5.0 | 3.50 | 24.00 | 42.9 | 12 | 16.7 | 900.0 | 3 | 22350 | 23.99 | 31030 | 33.31 |
| 1987 | 912.5 | 89.2 | 67.5 | 761.0 | 36.2 | 3.0 | 3.00 | 24.00 | 33.3 | 12 | 10.2 | 880.0 | 2 | 20790 | 22.78 | 28865 | 31.63 |
| **POPULAR SCIENCE** | | | | | | | | | | | | | | | | | |
| 1991 | 1830.0 | 92.4 | 89.0 | 1545.3 | 17.0 | 1.4 | 2.00 | 13.94 | 41.9 | 12 | .0 | 1800.0 | 0 | 32005 | 17.49 | 45400 | 24.81 |
| 1990 | 1814.0 | 93.9 | 88.5 | 1391.5 | 9.7 | 1.5 | 2.00 | 13.94 | 41.9 | 12 | 15.7 | 1800.0 | 0 | 29785 | 16.42 | 42250 | 23.29 |
| 1989 | 1822.3 | 93.8 | 88.1 | 1288.8 | 9.5 | 0.9 | 1.95 | 13.94 | 40.4 | 12 | 23.3 | 1800.0 | 0 | 28100 | 15.42 | 39850 | 21.87 |
| 1988 | 1837.9 | 93.4 | 87.9 | 1250.3 | 8.2 | 1.3 | 1.95 | 13.94 | 40.4 | 12 | .0 | 1800.0 | 0 | 26760 | 14.56 | 37950 | 20.65 |
| 1987 | 1850.7 | 93.3 | 88.1 | 1365.4 | 10.4 | 1.9 | 1.75 | 13.94 | 33.6 | 12 | .0 | 1800.0 | 0 | 25245 | 13.64 | 35800 | 19.34 |
| **SCIENCE** | | | | | | | | | | | | | | | | | |
| 1991 | 152.3 | 88.8 | 100.0 | 164.2 | 0.0 | 0.0 | 6.00 | 47.00 | 84.6 | 51 | 4.8 | 150.0 | 0 | 5360 | 35.19 | 6620 | 43.47 |
| 1990 | 153.5 | 89.6 | 100.0 | 181.5 | 87.6 | 0.0 | 3.50 | 48.00 | 73.1 | 51 | 2.1 | 150.0 | 0 | 5200 | 33.88 | 6420 | 41.82 |
| 1989 | 152.9 | 90.0 | 100.0 | 171.9 | 100.0 | 0.0 | 3.50 | 88.00 | 3.3 | 26 | .0 | 150.0 | 8 | 4960 | 32.44 | 6180 | 40.42 |
| 1988 | 153.3 | 89.9 | 100.0 | 156.4 | 100.0 | 0.0 | 2.50 | 70.00 | 46.2 | 52 | .0 | 150.0 | 0 | 4720 | 30.79 | 5780 | 37.70 |
| 1987 | 153.0 | 90.2 | 100.0 | 165.2 | 100.0 | 0.0 | 2.50 | 65.00 | 49.0 | 51 | .0 | 150.0 | 0 | 4410 | 28.82 | 5400 | 35.29 |
| **SCIENCE NEWS** | | | | | | | | | | | | | | | | | |
| 1991 | 231.3 | 97.0 | 100.0 | 302.3 | 37.4 | 3.4 | 1.00 | 39.50 | 22.5 | 51 | 4.7 | 200.0 | 0 | 4700 | 20.32 | 6581 | 28.45 |
| 1990 | 233.1 | 97.0 | 100.0 | 328.2 | 40.9 | 4.7 | 1.00 | 34.50 | 32.4 | 51 | 4.5 | 200.0 | 0 | 4700 | 20.16 | 6581 | 28.23 |
| 1989 | 225.6 | 97.7 | 99.8 | 337.8 | 37.9 | 2.7 | 1.00 | 34.50 | 32.4 | 51 | 4.3 | 185.0 | 0 | 4088 | 18.12 | 5723 | 25.37 |
| 1988 | 207.5 | 97.1 | 100.0 | 332.6 | 35.9 | 0.8 | 1.00 | 34.50 | 33.7 | 52 | 4.2 | 150.0 | 0 | 3750 | 18.07 | 5250 | 25.30 |
| 1987 | 153.0 | 97.0 | 100.0 | 165.2 | 100.0 | 0.0 | 2.50 | 32.50 | 74.5 | 51 | .0 | 150.0 | 0 | 3750 | 24.51 | 5250 | 34.31 |
| **THE SCIENCES** | | | | | | | | | | | | | | | | | |
| 1991 | 60.1 | 71.0 | 79.5 | 44.9 | 14.9 | 0.0 | 3.50 | 18.00 | 14.3 | 6 | .0 | 70.0 | 6 | 2065 | 34.36 | 3095 | 51.50 |
| 1990 | 68.4 | 70.9 | 78.8 | 41.5 | 24.2 | 0.0 | 3.50 | 18.00 | 14.3 | 6 | .0 | 70.0 | 4 | 2065 | 30.19 | 3095 | 45.25 |
| **SCIENTIFIC AMERICAN** | | | | | | | | | | | | | | | | | |
| 1991 | 636.1 | 76.0 | 78.5 | 481.5 | 8.3 | 41.7 | 3.95 | 36.00 | 24.1 | 12 | .0 | 600.0 | 0 | 19500 | 30.66 | 29250 | 45.98 |
| 1990 | 640.2 | 76.1 | 77.5 | 477.5 | 27.2 | 37.1 | 3.95 | 36.00 | 24.1 | 12 | .0 | 600.0 | 0 | 18600 | 29.05 | 27900 | 43.58 |
| 1989 | 648.7 | 76.1 | 77.7 | 463.3 | 56.2 | 41.4 | 2.95 | 27.00 | 23.7 | 12 | .0 | 600.0 | 0 | 17400 | 26.82 | 26100 | 40.23 |
| 1988 | 636.1 | 76.9 | 77.0 | 496.4 | 51.6 | 52.8 | 2.95 | 24.00 | 32.2 | 12 | 12.1 | 600.0 | 0 | 16300 | 25.62 | 24450 | 38.44 |
| 1987 | 609.2 | 77.7 | 77.7 | 443.5 | 76.3 | 67.7 | 2.50 | 24.00 | 20.0 | 12 | 28.3 | 600.0 | 6 | 15300 | 25.11 | 22950 | 37.67 |



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| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **SOCIETY** | | | | | | | | | | | | | | | | | |
| **INTERVIEW** | | | | | | | | | | | | | | | | | |
| 1991 | 133.6 | 82.0 | 62.2 | 134.8 | 11.1 | 6.2 | 2.95 | 20.00 | 43.5 | 12 | 8.3 | N.C | N.A. | 6555 | 49.06 | 9940 | 74.40 |
| 1990 | 130.5 | 81.1 | 56.7 | 103.5 | 19.2 | 2.6 | 2.50 | 20.00 | 33.3 | 12 | 8.9 | N.C | N.A. | 5960 | 45.67 | 9940 | 76.17 |
| **SPORTS** | | | | | | | | | | | | | | | | | |
| **BASEBALL DIGEST** | | | | | | | | | | | | | | | | | |
| 1991 | 251.4 | 94.7 | 94.0 | 309.1 | 13.9 | 0.0 | 3.75 | 22.00 | 51.1 | 12 | .0 | N.C. | N.A. | 2940 | 11.69 | N.A. | |
| 1990 | 272.6 | 96.1 | 93.8 | 269.2 | 36.2 | 0.0 | 2.25 | 22.00 | 18.5 | 12 | .0 | N.C. | N.A. | 2940 | 10.79 | 3645 | 13.37 |
| **BICYCLE GUIDE** | | | | | | | | | | | | | | | | | |
| 1991# | 162.1 | 92.9 | 74.3 | 109.5 | 33.4 | 13.6 | 2.95 | 14.90 | 36.9 | 8 | 2.3 | N.C. | 5 | 7495 | 46.24 | 9995 | 61.66 |
| **BICYCLING** | | | | | | | | | | | | | | | | | |
| 1991 | 380.1 | 89.6 | 73.6 | 272.3 | 13.6 | 79.4 | 2.95 | 19.97 | 32.3 | 10 | .0 | 350.0 | 0 | 11215 | 29.51 | 15365 | 40.42 |
| 1990 | 380.5 | 89.7 | 73.8 | 283.6 | 22.7 | 73.4 | 2.95 | 17.97 | 39.1 | 10 | .0 | 340.0 | 0 | 10480 | 27.54 | 14150 | 37.19 |
| 1989 | 329.5 | 90.5 | 72.0 | 268.0 | 41.0 | 62.5 | 2.95 | 17.97 | 39.1 | 10 | .0 | 300.0 | 0 | 8960 | 27.19 | 12095 | 36.71 |
| 1988 | 308.3 | 90.4 | 68.2 | 229.4 | 42.7 | 65.6 | 2.50 | 15.97 | 36.1 | 10 | .0 | 255.0 | 0 | 7345 | 23.82 | 9915 | 32.16 |
| 1987 | 271.5 | 90.5 | 66.9 | 217.4 | 58.4 | 65.8 | 2.50 | 15.97 | 36.1 | 10 | .0 | 250.0 | 0 | 6740 | 24.83 | 9100 | 33.52 |
| **BOWLING DIGEST** | | | | | | | | | | | | | | | | | |
| 1991 | 101.0 | 97.1 | 95.6 | 86.9 | 8.4 | 0.0 | 3.75 | 22.00 | 2.2 | 6 | .0 | N.C. | N.A. | 2945 | 29.16 | 4110 | 40.69 |
| 1990 | 121.4 | 96.8 | 95.7 | 95.9 | 9.2 | 0.0 | 2.50 | 22.00 | 46.7- | 6 | .0 | N.C. | N.A. | 1040 | 8.57 | 1640 | 13.51 |
| **CLIMBING** | | | | | | | | | | | | | | | | | |
| 1991 | 26.2 | 86.7 | 46.7 | 5.2 | 100.0 | 0.0 | 4.95 | 24.00 | 61.6- | 3 | .0 | N.C. | N.A. | 1425 | 54.39 | 2150 | 82.06 |
| **FOOTBALL DIGEST** | | | | | | | | | | | | | | | | | |
| 1991 | 180.5 | 97.0 | 94.1 | 152.0 | 28.9 | 0.0 | 3.75 | 22.00 | 41.3 | 10 | .0 | N.C. | N.A. | 2310 | 12.80 | N.A. | |
| 1990 | 182.3 | 96.7 | 94.8 | 159.9 | 34.2 | 0.0 | 2.50 | 22.00 | 12.0 | 10 | .0 | N.C. | N.A. | 2100 | 11.52 | N.A. | |
| **GOLF DIGEST** | | | | | | | | | | | | | | | | | |
| 1991 | 1414.9 | 91.9 | 89.3 | 1191.4 | 29.9 | 4.0 | 2.95 | 23.94 | 32.4 | 12 | .0 | 1400.0 | 0 | 43150 | 30.50 | 64730 | 45.75 |
| 1990 | 1357.3 | 92.5 | 89.7 | 1014.5 | 33.0 | 5.0 | 2.95 | 23.94 | 32.4 | 12 | .0 | 1350.0 | 0 | 39440 | 29.06 | 59160 | 43.59 |
| 1989# | 1353.7 | 92.3 | 89.5 | 1105.6 | 25.6 | 3.5 | 2.50 | 23.94 | 20.2 | 12 | .0 | 1350.0 | 0 | 35940 | 26.55 | 53910 | 39.82 |
| 1988 | 1322.3 | 92.6 | 89.9 | 1224.9 | 25.6 | 0.0 | 2.50 | 19.94 | 33.5 | 12 | .0 | 1300.0 | 0 | 32750 | 24.77 | 49130 | 37.15 |
| 1987 | 1243.4 | 92.5 | 90.0 | 1114.6 | 28.6 | 0.0 | 1.95 | 19.94 | 14.8 | 12 | .0 | 1225.0 | 0 | 29400 | 23.64 | 44100 | 35.47 |
| **GOLF ILLUSTRATED** | | | | | | | | | | | | | | | | | |
| 1991 | 497.2 | 95.3 | 93.2 | 323.5 | 33.5 | 0.0 | 2.50 | 15.00 | 25.0 | 8 | .0 | 500.0 | 3 | 12905 | 25.96 | 19345 | 38.91 |
| 1990 | 468.4 | 95.2 | 93.0 | 646.4 | 13.2 | 0.0 | 1.95 | 15.00 | 23.1 | 10 | .0 | 450.0 | 0 | 10865 | 23.20 | 16290 | 34.78 |
| 1989 | 435.1 | 96.6 | 92.0 | 663.3 | 10.5 | 0.0 | 1.95 | 15.00 | 23.1 | 10 | 4.4 | 450.0 | 0 | 9875 | 22.70 | 14810 | 34.04 |
| 1988# | 353.6 | 96.0 | 91.3 | 818.4 | 2.5 | 0.0 | 1.95 | 15.00 | 23.1 | 10 | .0 | 350.0 | 0 | 6000 | 16.97 | 9000 | 25.45 |
| 1987# | 252.7 | 96.6 | 87.3 | 563.5 | 2.3 | 0.0 | 1.95 | 15.00 | 23.1 | 10 | .0 | 250.0 | 0 | 4000 | 15.83 | 6000 | 23.74 |

#See Special Notes - Page 8

## SPORTS (cont.)

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **GOLF MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 1121.8 | 92.0 | 89.2 | 936.4 | 7.1 | 17.7 | 2.95 | 19.94 | 43.7 | 12 | .0 | 1100.0 | 0 | 30800 | 27.46 | 46235 | 41.22 |
| 1990 | 1074.2 | 93.2 | 88.9 | 984.4 | 8.6 | 21.1 | 2.95 | 19.94 | 43.7 | 12 | .0 | 1050.0 | 0 | 28130 | 26.19 | 42225 | 39.31 |
| 1989 | 1023.5 | 93.2 | 88.7 | 827.9 | 4.9 | 20.3 | 2.50 | 15.94 | 46.9 | 12 | .0 | 1000.0 | 0 | 25340 | 24.76 | 38030 | 37.16 |
| 1988# | 938.5 | 92.3 | 88.0 | 707.7 | 4.9 | 21.5 | 2.50 | 15.94 | 46.9 | 12 | .0 | 900.0 | 0 | 23140 | 24.66 | 34730 | 37.01 |
| 1987# | 895.5 | 93.2 | 88.1 | 713.5 | 6.3 | 9.8 | 1.95 | 15.94 | 31.9 | 12 | .0 | 850.0 | 0 | 20615 | 23.02 | 30940 | 34.55 |
| **GOLF TIPS** | | | | | | | | | | | | | | | | | |
| 1991 | 122.5 | 89.2 | 69.1 | 23.9 | 50.0 | 1.5 | 2.95 | 11.97 | 102.9- | 2 | .0 | N.C. | N.A. | 2175 | 17.76 | 3225 | 26.33 |
| **GOLF WORLD MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 142.4 | 97.8 | 99.5 | 160.3 | 39.7 | 4.4 | 1.95 | 29.94 | 62.6 | 41 | .0 | 128.0 | 3 | 5690 | 39.96 | 9390 | 65.94 |
| 1990 | 117.9 | 97.9 | 99.9 | 180.4 | 33.7 | 5.4 | 1.50 | 30.00 | 51.2 | 41 | 1.5 | N.C. | N.A. | 5220 | 44.27 | 8610 | 73.03 |
| **INSIDE SPORTS** | | | | | | | | | | | | | | | | | |
| 1991 | 684.2 | 94.8 | 72.0 | 456.8 | 26.1 | 0.0 | 2.95 | 22.00 | 37.9 | 12 | 8.3 | 675.0 | 6 | 14610 | 21.35 | 21805 | 31.87 |
| 1990 | 659.9 | 94.3 | 69.6 | 553.8 | 17.3 | 0.0 | 2.50 | 18.00 | 40.0 | 12 | .0 | 625.0 | 1 | 12885 | 19.53 | 19230 | 29.14 |
| 1989 | 587.8 | 94.1 | 68.1 | 445.3 | 9.9 | 0.0 | 2.50 | 18.00 | 40.0 | 12 | .0 | 500.0 | 0 | 9715 | 16.53 | 14500 | 24.67 |
| 1988# | 534.8 | 93.1 | 62.5 | 442.6 | 6.9 | 0.0 | 2.50 | 18.00 | 40.0 | 12 | .0 | 500.0 | 2 | 7370 | 13.78 | 11000 | 20.57 |
| 1987 | 458.4 | 92.8 | 57.1 | 306.6 | 22.3 | 0.0 | 2.25 | 18.00 | 33.3 | 12 | .0 | 425.0 | 1 | 5980 | 13.05 | 8925 | 19.47 |
| **LINDY'S FOOTBALL ANNUAL** | | | | | | | | | | | | | | | | | |
| 1991 | 348.8 | 94.0 | 1.0 | 3.5 | 100.0 | 0.0 | 4.95 | 4.95 | 100.0 | 1 | .0 | 350.0 | 1 | N.A. | | N.A. | |
| **MEN'S FITNESS** | | | | | | | | | | | | | | | | | |
| 1991 | 192.4 | 83.2 | 34.1 | 88.0 | 11.3 | 1.5 | 2.95 | 26.50 | 25.1 | 12 | .0 | N.C. | N.A. | 6015 | 31.26 | 8005 | 41.61 |
| 1990 | 189.3 | 82.5 | 30.9 | 79.4 | 51.4 | 43.7 | 2.95 | 26.50 | 25.1 | 12 | .0 | N.C. | N.A. | 5875 | 31.04 | 7550 | 39.88 |
| **MOUNTAIN BIKE ACTION** | | | | | | | | | | | | | | | | | |
| 1991 | 84.6 | 70.6 | 23.6 | 21.2 | 58.1 | 0.0 | 2.95 | 19.98 | 43.6 | 12 | .0 | N.C. | N.A. | 2560 | 30.26 | 3910 | 46.22 |
| 1990 | 57.6 | 77.0 | 23.2 | 16.2 | 58.9 | 0.0 | 2.95 | 18.98 | 46.4 | 12 | .0 | N.C. | N.A. | 1650 | 28.65 | 2520 | 43.75 |
| **OUTSIDE** | | | | | | | | | | | | | | | | | |
| 1991 | 349.9 | 94.2 | 82.0 | 294.6 | 16.7 | 29.9 | 2.95 | 18.00 | 49.2 | 12 | 1.3 | 350.0 | 0 | 14020 | 40.07 | 20365 | 58.20 |
| 1990 | 325.1 | 93.2 | 79.7 | 277.5 | 19.4 | 27.0 | 2.95 | 18.00 | 49.2 | 12 | .0 | 325.0 | 3 | 12300 | 37.83 | 17775 | 54.68 |
| 1989 | 302.6 | 93.6 | 79.1 | 233.5 | 15.3 | 28.2 | 2.95 | 18.00 | 49.2 | 12 | 6.3 | 300.0 | 3 | 10790 | 35.66 | 15590 | 51.52 |
| 1988# | 281.3 | 93.2 | 77.1 | 219.8 | 19.2 | 21.9 | 2.50 | 18.00 | 40.0 | 12 | 4.4 | 300.0 | 8 | 9360 | 33.27 | 13520 | 48.06 |
| 1987# | 270.2 | 93.3 | 76.9 | 202.2 | 19.8 | 20.9 | 1.95 | 18.00 | 23.1 | 12 | .0 | 275.0 | 1 | 9360 | 34.64 | 13520 | 50.04 |
| **RUNNER'S WORLD** | | | | | | | | | | | | | | | | | |
| 1991 | 440.0 | 91.5 | 83.7 | 358.0 | 4.0 | 85.6 | 2.95 | 24.00 | 32.2 | 12 | .0 | 425.0 | 0 | 16710 | 37.98 | 24895 | 56.58 |
| 1990 | 442.9 | 91.6 | 84.4 | 382.4 | 2.6 | 85.5 | 2.95 | 24.00 | 32.2 | 12 | .0 | 425.0 | 0 | 15760 | 35.58 | 23485 | 53.03 |
| 1989 | 431.2 | 91.5 | 83.5 | 380.7 | 4.1 | 82.1 | 2.95 | 24.00 | 32.2 | 12 | .0 | 425.0 | 0 | 14865 | 34.47 | 22190 | 51.46 |
| 1988 | 442.1 | 92.1 | 82.2 | 333.6 | 22.5 | 78.0 | 2.95 | 24.00 | 32.2 | 12 | .0 | 425.0 | 0 | 14155 | 32.02 | 21130 | 47.79 |
| 1987 | 398.3 | 90.0 | 79.7 | 314.0 | 39.5 | 73.3 | 2.50 | 19.95 | 33.5 | 12 | .0 | 420.0 | 1 | 13325 | 33.45 | 19890 | 49.94 |



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| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **SKI MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 447.0 | 94.5 | 85.6 | 301.7 | 48.0 | 8.6 | 2.50 | 11.94 | 40.3 | 8 | 18.1 | 450.0 | 0 | 19145 | 42.83 | 26325 | 58.89 |
| 1990 | 448.1 | 93.9 | 83.8 | 288.2 | 14.9 | 2.4 | 1.95 | 11.94 | 23.5 | 8 | 22.9 | 450.0 | 0 | 18320 | 40.88 | 25190 | 56.22 |
| 1989 | 456.1 | 92.6 | 82.3 | 304.1 | 4.6 | 3.5 | 1.95 | 11.94 | 23.5 | 8 | 10.4 | N.C. | N.A. | 17200 | 37.71 | 23650 | 51.85 |
| 1988# | 456.5 | 92.4 | 81.5 | 309.3 | 3.6 | 18.4 | 1.95 | 9.94 | 36.3 | 8 | 6.1 | 450.0 | 1 | 16240 | 35.58 | 22290 | 48.83 |
| 1987 | 452.4 | 92.0 | 80.4 | 306.1 | 7.4 | 5.7 | 1.75 | 9.94 | 29.0 | 8 | .0 | 450.0 | 0 | 15320 | 33.86 | 21030 | 46.49 |
| **SKIING MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 443.4 | 95.8 | 83.3 | 212.8 | 53.9 | 16.7 | 2.00 | 11.94 | 14.7 | 7 | 22.2 | 440.0 | 0 | 19175 | 43.25 | 26365 | 59.46 |
| 1990 | 441.9 | 95.1 | 81.7 | 236.8 | 58.9 | 19.2 | 2.00 | 11.94 | 14.7 | 7 | 28.4 | 440.0 | 0 | 18435 | 41.72 | 25350 | 57.37 |
| 1989 | 444.4 | 94.0 | 80.3 | 252.5 | 39.1 | 19.3 | 1.95 | 11.94 | 12.5 | 7 | 5.7 | 440.0 | 1 | 18070 | 40.66 | 24850 | 55.92 |
| 1988 | 450.7 | 93.9 | 79.5 | 271.8 | 27.4 | 16.2 | 1.95 | 11.94 | 12.5 | 7 | 2.7 | 440.0 | 1 | 18245 | 40.48 | 24780 | 54.98 |
| 1987 | 449.3 | 93.4 | 78.9 | 235.4 | 27.4 | 13.2 | 1.95 | 11.94 | 12.5 | 7 | .0 | 440.0 | 1 | 17215 | 38.32 | 23380 | 52.04 |
| **SKIN DIVER MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 208.3 | 90.3 | 82.5 | 151.0 | 12.0 | 4.0 | 3.50 | 21.94 | 47.8 | 12 | .0 | 200.0 | 1 | 7900 | 37.93 | 12640 | 60.68 |
| 1990 | 220.1 | 90.0 | 80.8 | 157.4 | 18.4 | 6.6 | 2.95 | 19.94 | 43.7 | 12 | .0 | 200.0 | 0 | 7500 | 34.08 | 12000 | 54.52 |
| 1989 | 217.1 | 90.4 | 80.1 | 165.0 | 18.5 | 10.6 | 2.95 | 19.94 | 43.7 | 12 | .0 | 200.0 | 0 | 7150 | 32.93 | 11440 | 52.69 |
| 1988 | 216.9 | 91.1 | 81.1 | 164.4 | 16.8 | 7.3 | 2.95 | 19.94 | 43.7 | 12 | .0 | 200.0 | 0 | 6700 | 30.89 | 10720 | 49.42 |
| 1987 | 223.3 | 91.0 | 82.2 | 168.8 | 13.2 | 8.2 | 2.95 | 19.94 | 43.7 | 12 | .0 | 200.0 | 0 | 6300 | 28.21 | 10080 | 45.14 |
| **SNOW WEEK** | | | | | | | | | | | | | | | | | |
| 1991 | 22.1 | 88.3 | 100.0 | 14.2 | 0.2 | 25.0 | 1.95 | 22.00 | 33.6 | 17 | 2.0 | 23.0 | 17 | 2590 | 117.19 | 3515 | 159.05 |
| 1990 | 23.1 | 89.6 | 99.8 | 17.9 | 0.2 | 27.5 | 1.95 | 22.00 | 29.5 | 16 | 1.5 | 25.0 | 16 | 2750 | 119.05 | 4585 | 198.48 |
| **SPORT** | | | | | | | | | | | | | | | | | |
| 1991 | 894.5 | 94.5 | 83.7 | 453.8 | 36.1 | 0.0 | 2.95 | 17.94 | 49.3 | 12 | .0 | 850.0 | 3 | 19000 | 21.24 | 28500 | 31.86 |
| 1990 | 933.5 | 93.9 | 83.9 | 538.2 | 48.6 | 1.9 | 2.75 | 17.94 | 45.6 | 12 | .0 | 850.0 | 0 | 17850 | 19.12 | 26775 | 28.68 |
| 1989 | 978.0 | 94.2 | 85.0 | 572.4 | 57.3 | 6.0 | 2.50 | 17.94 | 40.2 | 12 | .0 | 850.0 | 0 | 17000 | 17.38 | 25500 | 26.07 |
| 1988 | 939.2 | 95.0 | 86.4 | 707.9 | 54.3 | 3.3 | 2.25 | 12.00 | 55.6 | 12 | .0 | 930.0 | 2 | 18500 | 19.70 | 27400 | 29.17 |
| 1987 | 931.0 | 95.3 | 82.8 | 531.0 | 47.2 | 10.7 | 2.00 | 12.00 | 50.0 | 12 | 57.4 | 930.0 | 4 | 17600 | 18.90 | 25600 | 27.50 |
| **THE SPORTING NEWS** | | | | | | | | | | | | | | | | | |
| 1991 | 627.3 | 97.0 | 95.0 | 968.6 | 10.8 | 0.9 | 2.50 | 82.80 | 36.3 | 52 | 20.9 | 625.0 | 3 | 14950 | 23.83 | 18500 | 29.49 |
| 1990# | 711.3 | 97.3 | 94.8 | 1033.2 | 34.8 | 7.6 | 2.50 | 66.92 | 51.3 | 55 | 24.5 | 625.0 | 16 | 15990 | 22.48 | 20140 | 28.31 |
| 1989 | 720.0 | 97.5 | 94.2 | 852.4 | 16.9 | 0.0 | 2.25 | 66.92 | 45.9 | 55 | 30.3 | 725.0 | 26 | 15520 | 21.56 | 19550 | 27.15 |
| 1988 | 737.3 | 97.6 | 94.6 | 1202.8 | 11.2 | 2.0 | 2.25 | 59.95 | 52.4 | 56 | 8.7 | 725.0 | 4 | 15520 | 21.05 | 19550 | 26.52 |
| 1987# | 736.4 | 97.5 | 94.0 | 997.3 | 16.5 | 2.0 | 2.25 | 59.95 | 50.7 | 54 | 2.9 | 725.0 | 1 | 14080 | 19.12 | 17730 | 24.08 |
| **TENNIS** | | | | | | | | | | | | | | | | | |
| 1991 | 770.0 | 94.1 | 93.1 | 611.1 | 6.6 | 1.6 | 2.50 | 19.94 | 33.5 | 12 | .0 | 755.0 | 0 | 24600 | 31.95 | 36900 | 47.92 |
| 1990 | 761.0 | 94.5 | 93.0 | 595.4 | 10.4 | 0.0 | 1.95 | 17.94 | 23.3 | 12 | .0 | 750.0 | 0 | 23250 | 30.55 | 34870 | 45.82 |
| 1989# | 569.5 | 93.6 | 90.7 | 643.9 | 61.8 | 0.0 | 1.95 | 17.94 | 23.3 | 12 | .0 | 525.0 | 2 | 15560 | 27.32 | 23340 | 40.98 |
| 1988 | 532.8 | 92.8 | 91.2 | 364.0 | 32.9 | 0.1 | 1.75 | 17.94 | 14.6 | 12 | .3 | 525.0 | 0 | 14470 | 27.16 | 21710 | 40.75 |
| 1987 | 519.9 | 93.0 | 91.0 | 349.2 | 24.7 | 0.1 | 1.75 | 17.94 | 14.6 | 12 | .0 | 525.0 | 0 | 13715 | 26.38 | 20570 | 39.57 |

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| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **SPORTS (cont.)** | | | | | | | | | | | | | | | | | |
| **TRIATHLETE** | | | | | | | | | | | | | | | | | |
| 1991 | 61.5 | 75.9 | 47.0 | 28.0 | 47.5 | 23.6 | 2.95 | 23.95 | 26.2 | 11 | .0 | N.C. | N.A. | 1695 | 27.56 | 2295 | 37.32 |
| **VELONEWS** | | | | | | | | | | | | | | | | | |
| 1991 | 37.0 | 93.5 | 66.9 | 52.2 | 46.8 | 0.0 | 2.95 | 29.97 | 43 6 | 18 | .0 | N.C. | N.A. | 1560 | 42.16 | 2340 | 63.24 |
| 1990 | 28.6 | 95.5 | 62.6 | 18.0 | 87.1 | 0.3 | 2.50 | 24.95 | 44.6 | 18 | .0 | N.C. | N.A. | 1300 | 45.45 | 1950 | 68.18 |
| **WINNING BICYCLING ILLUSTRATED** | | | | | | | | | | | | | | | | | |
| 1991 | 57.6 | 67.2 | 32.5 | 15.4 | 67.5 | 45.5 | 2.95 | 23.95 | 26.2 | 11 | .0 | N.C. | N.A. | 3190 | 55.38 | 4200 | 72.92 |
| **WWF MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 471.5 | 63.2 | 24.8 | 146.8 | 90.4 | 0.0 | 2.50 | 20.00 | 33.3 | 12 | .0 | 330.0 | 0 | 3805 | 8.07 | 5755 | 12.21 |
| 1990# | 400.5 | 69.9 | 26.2 | 136.0 | 79.8 | 0.0 | 2.50 | 20.00 | 33.3 | 12 | .0 | 330.0 | 0 | 3456 | 8.63 | 5229 | 13.06 |
| **TRAVEL** | | | | | | | | | | | | | | | | | |
| **AAA WORLD** | | | | | | | | | | | | | | | | | |
| 1991 | 2722.5 | 98.7 | 100.0 | 2602.7 | 0.0 | 0.0 | 1.00 | 4.00 | 42.9 | 7 | .0 | N.C. | N.A. | 26767 | 9.83 | 30668 | 11.26 |
| **ADVENTURE ROAD** | | | | | | | | | | | | | | | | | |
| 1991 | 1503.9 | 99.9 | 100.0 | 1780.1 | 0.1 | 0.0 | 0.75 | 5.00 | 33.3- | 5 | 23.9 | 1500.0 | 0 | 15684 | 10.43 | 19614 | 13.04 |
| 1990 | 1493.6 | 99.9 | 100.0 | 1201.8 | 0.1 | 0.0 | 0.75 | 3.00 | 33.3- | 3 | 26.4 | 1500.0 | 0 | 15684 | 10.50 | 19614 | 13.13 |
| **BRITISH HERITAGE** | | | | | | | | | | | | | | | | | |
| 1991 | 99.6 | 82.2 | 95.8 | 121.4 | 0.8 | 4.7 | 3.95 | 30.00 | 153.2- | 3 | .0 | 100.0 | 3 | 3235 | 32.48 | 4785 | 48.04 |
| **CONDE NAST TRAVELER** | | | | | | | | | | | | | | | | | |
| 1991 | 730.8 | 96.8 | 95.9 | 819.5 | 36.3 | 3.3 | 2.50 | 15.00 | 50.0 | 12 | .0 | 600.0 | 0 | 20220 | 27.67 | 29970 | 41.01 |
| 1990 | 742.0 | 96.9 | 96.0 | 794.6 | 49.5 | 3.8 | 2.50 | 15.00 | 50.0 | 12 | .0 | 600.0 | 0 | 18630 | 25.11 | 27620 | 37.22 |
| 1989# | 720.1 | 97.0 | 96.0 | 918.2 | 52.2 | 10.6 | 2.50 | 15.00 | 50.0 | 12 | .0 | 600.0 | 0 | 17250 | 23.96 | 25570 | 35.51 |
| 1988 | 817.9 | 97.1 | 95.8 | 958.0 | 74.4 | 0.0 | 2.50 | 15.00 | 50.0 | 12 | .0 | 550.0 | 0 | 14500 | 17.73 | 21500 | 26.29 |
| 1987 | 802.6 | 97.4 | 98.2 | 1196.8 | 63.2 | 0.0 | 2.50 | 15.00 | 50.0 | 12 | 15.1 | 550.0 | 4 | 14500 | 18.07 | 21500 | 26.79 |
| **CRUISE TRAVEL** | | | | | | | | | | | | | | | | | |
| 1991 | 160.8 | 96.8 | 95.3 | 162.3 | 3.1 | 0.0 | 3.75 | 18.00 | 20.0 | 6 | .0 | N.C. | N.A. | 3440 | 21.39 | 5135 | 31.93 |
| 1990 | 155.9 | 96.8 | 95.5 | 168.5 | 10.8 | 0.0 | 2.50 | 18.00 | 20.0- | 6 | .0 | N.C. | N.A. | 3275 | 21.01 | 4890 | 31.37 |
| **DISCOVERY** | | | | | | | | | | | | | | | | | |
| 1991 | 1669.2 | 99.3 | 100.0 | 1742.7 | 100.0 | 0.0 | 2.00 | 8.00 | 0.0 | 4 | 63.3 | 1650.0 | 0 | 17309 | 10.37 | 21991 | 13.17 |
| 1990 | 1632.7 | 99.3 | 100.0 | 1646.5 | 100.0 | 0.0 | 2.00 | 8.00 | 0.0 | 4 | 64.7 | 1625.0 | 0 | 16790 | 10.28 | 21331 | 13.06 |



#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ENDLESS VACATION** | | | | | | | | | | | | | | | | | |
| 1991 | 826.1 | 93.2 | 100.0 | 473.6 | 73.6 | 0.0 | 0.00 | 59.00 | 0.0 | 8 | .0 | 790.0 | 0 | 13650 | 16.52 | 18200 | 22.03 |
| 1990 | 770.9 | 94.1 | 100.0 | 517.1 | 75.7 | 0.2 | 0.00 | 59.00 | 0.0 | 8 | .0 | 700.0 | 0 | 11930 | 15.48 | 15680 | 20.34 |
| 1989 | 699.1 | 94.6 | 99.7 | 473.4 | 100.0 | 0.0 | 3.95 | 59.00 | 113.4- | 7 | .0 | 675.0 | 2 | 9500 | 13.59 | 12500 | 17.88 |
| 1988 | 608.9 | 95.7 | 99.7 | 456.2 | 100.0 | 0.0 | 4.00 | 57.00 | 137.5- | 6 | .0 | 575.0 | 1 | 7220 | 11.86 | 9820 | 16.13 |
| 1987 | 536.3 | 95.7 | 99.1 | 373.1 | 100.0 | 0.0 | 4.00 | 55.00 | 129.2- | 6 | .0 | 575.0 | 3 | 7220 | 13.46 | 9820 | 18.31 |
| **HOME & AWAY** | | | | | | | | | | | | | | | | | |
| 1991 | 1887.3 | 100.0 | 100.0 | 1880.8 | 100.0 | 0.0 | 1.00 | 1.00 | 100.0 | 6 | .0 | N.C. | N.A. | 26260 | 13.91 | 29645 | 15.71 |
| 1990 | 1880.0 | 100.0 | 100.0 | 1933.7 | 100.0 | 0.0 | 1.00 | 1.00 | 100.0 | 6 | .0 | N.C. | N.A. | 23875 | 12.70 | 26950 | 14.34 |
| **ISLANDS** | | | | | | | | | | | | | | | | | |
| 1991 | 166.8 | 87.4 | 78.7 | 159.2 | 22.2 | 0.0 | 3.95 | 19.95 | 15.8 | 6 | 10.3 | 150.0 | 0 | 6155 | 36.90 | 7695 | 46.13 |
| 1990 | 158.0 | 89.0 | 79.9 | 189.4 | 24.4 | 0.0 | 3.95 | 19.95 | 15.8 | 6 | 14.0 | 150.0 | 0 | 5595 | 35.41 | 6995 | 44.27 |
| **MICHIGAN LIVING** | | | | | | | | | | | | | | | | | |
| 1991 | 1016.6 | 100.0 | 100.0 | 1035.4 | 99.9 | 0.0 | 1.00 | 4.50 | 62.5 | 12 | 21.7 | N.C. | N.A. | 10229 | 10.06 | 12417 | 12.21 |
| 1990 | 1026.0 | 100.0 | 100.0 | 1058.7 | 99.8 | 0.0 | 1.00 | 4.50 | 62.5 | 12 | 10.1 | N.C. | N.A. | 10229 | 9.97 | 12417 | 12.10 |
| 1989 | 1026.5 | 100.0 | 100.0 | 1035.9 | 100.0 | 0.0 | 1.00 | 9.00 | 25.0 | 12 | .0 | N.C. | N.A. | 8935 | 8.70 | 10846 | 10.57 |
| 1988 | 1020.2 | 100.0 | 100.0 | 1045.3 | 100.0 | 0.0 | 1.00 | 3.00 | 75.0 | 12 | .0 | N.C. | N.A. | 8935 | 8.76 | 10846 | 10.63 |
| 1987 | 969.9 | 100.0 | 100.0 | 1031.8 | 100.0 | 0.0 | 1.00 | 3.00 | 75.0 | 12 | .0 | N.C. | N.A. | 8123 | 8.38 | 9923 | 10.23 |
| **MOTORLAND** | | | | | | | | | | | | | | | | | |
| 1991# | 2011.2 | 99.9 | 100.0 | 2068.1 | 100.0 | 0.0 | 0.50 | 3.00 | 0.0 | 6 | .0 | 1975.0 | 0 | 15275 | 7.59 | 19375 | 9.63 |
| 1990# | 1929.9 | 99.9 | 98.5 | 2038.6 | 100.0 | 0.0 | 0.50 | 3.00 | 0.0 | 6 | 5.0 | 1900.0 | 0 | 14550 | 7.54 | 18450 | 9.56 |
| 1989 | 1851.0 | 100.0 | 100.0 | 1905.6 | 100.0 | 0.0 | 0.50 | 3.00 | 0.0 | 6 | 10.0 | 1850.0 | 0 | 14000 | 7.56 | 17750 | 9.59 |
| 1988# | 1798.4 | 99.9 | 100.0 | 1851.5 | 100.0 | 0.0 | 0.50 | 3.00 | 0.0 | 6 | 9.0 | 1775.0 | 0 | 13200 | 7.34 | 16750 | 9.31 |
| 1987 | 1739.6 | 100.0 | 100.0 | 1814.9 | 100.0 | 0.0 | 0.50 | 3.00 | 0.0 | 6 | 8.5 | N.C. | N.A. | 12700 | 7.30 | 16100 | 9.26 |
| **TOURS & RESORTS** | | | | | | | | | | | | | | | | | |
| 1991 | 169.6 | 98.3 | 98.4 | 203.5 | 2.9 | 0.0 | 3.75 | 18.00 | 20.0 | 6 | .0 | N.C. | N.A. | 4155 | 24.50 | 6195 | 36.53 |
| 1990 | 182.2 | 98.2 | 98.5 | 194.1 | 5.7 | 0.0 | 2.50 | 18.00 | 20.0- | 6 | .0 | N.C. | N.A. | 3955 | 21.71 | 5900 | 32.38 |
| **TRAVEL & LEISURE** | | | | | | | | | | | | | | | | | |
| 1991 | 1100.5 | 96.8 | 98.6 | 1851.0 | 84.6 | 0.0 | 3.00 | 32.00 | 11.1 | 12 | 1.9 | 1100.0 | 6 | 30285 | 27.52 | 44830 | 40.74 |
| 1990 | 1117.6 | 95.9 | 98.6 | 1696.8 | 83.6 | 0.5 | 3.00 | 30.00 | 16.7 | 12 | .0 | 1100.0 | 0 | 28570 | 25.56 | 39710 | 35.53 |
| 1989 | 1113.3 | 95.8 | 98.6 | 1598.3 | 84.0 | 0.9 | 3.00 | 30.00 | 16.7 | 12 | 3.4 | 1100.0 | 0 | 26905 | 24.17 | 36195 | 32.51 |
| 1988 | 1117.6 | 96.2 | 98.7 | 1473.5 | 98.0 | 0.4 | 3.00 | 29.00 | 19.4 | 12 | .3 | 1100.0 | 0 | 24570 | 21.98 | 33055 | 29.58 |
| 1987 | 1119.7 | 95.6 | 98.7 | 1535.3 | 98.1 | 0.6 | 3.00 | 28.00 | 22.2 | 12 | .0 | 1100.0 | 0 | 23400 | 20.90 | 31480 | 28.11 |
| **TRAVEL HOLIDAY*** | | | | | | | | | | | | | | | | | |
| 1991 | 565.1 | 97.5 | 99.8 | 688.7 | 14.4 | 2.1 | 3.00 | 11.97 | 63.7 | 11 | .0 | 550.0 | 0 | 12914 | 22.85 | 17685 | 31.30 |
| 1990 | 579.1 | 97.7 | 99.2 | 716.2 | 63.3 | 0.3 | 2.50 | 10.97 | 63.4 | 12 | .0 | 550.0 | 2 | 11530 | 19.91 | 15790 | 27.27 |
| 1989 | 721.2 | 97.7 | 99.1 | 692.8 | 22.0 | 18.1 | 2.50 | 10.97 | 63.4 | 12 | 93.0 | 750.0 | 6 | 12610 | 17.48 | 17280 | 23.96 |

*See Special Notes - Page 7
#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **TRAVEL (cont.)** | | | | | | | | | | | | | | | | | |
| **TRAVELER** | | | | | | | | | | | | | | | | | |
| 1991 | 722.5 | 89.1 | 98.5 | 771.9 | 72.9 | 14.7 | 3.50 | 17.95 | 14.5 | 6 | 22.4 | 700.0 | 2 | 18860 | 26.10 | 25145 | 34.80 |
| 1990 | 716.5 | 88.1 | 99.1 | 853.2 | 87.3 | 0.3 | 3.50 | 17.95 | 14.5 | 6 | 16.9 | 700.0 | 1 | 17300 | 24.15 | 23070 | 32.20 |
| 1989 | 749.5 | 89.5 | 100.0 | 762.9 | 88.6 | 2.9 | 3.50 | 17.95 | 14.5 | 6 | 1.6 | 775.0 | 6 | 17300 | 23.08 | 23070 | 30.78 |
| 1988 | 803.7 | 91.5 | 100.0 | 824.4 | 77.2 | 0.0 | 4.50 | 17.95 | 0.3 | 4 | .3 | 775.0 | 0 | 16170 | 20.12 | 21560 | 26.83 |
| 1987# | 802.2 | 92.3 | 100.0 | 864.2 | 73.3 | 3.7 | 5.60 | 14.95 | 33.3 | 4 | .2 | 775.0 | 0 | 14440 | 18.00 | 19250 | 24.00 |
| **VACATIONS** | | | | | | | | | | | | | | | | | |
| 1991 | 209.8 | 98.6 | 98.9 | 205.4 | 1.7 | 0.0 | 2.95 | 11.80 | 0.0 | 4 | .0 | N.C. | N.A. | 5500 | 26.22 | 8300 | 39.56 |
| **VISTA USA** | | | | | | | | | | | | | | | | | |
| 1991 | 703.8 | 100.0 | 100.0 | 107.0 | 100.0 | 0.0 | 0.75 | 3.00 | 0.0 | 4 | .0 | 900.0 | 0 | 13320 | 18.93 | 16650 | 23.66 |
| 1990 | 781.7 | 100.0 | 100.0 | 64.0 | 100.0 | 0.0 | 0.75 | 3.00 | 0.0 | 4 | .0 | 900.0 | 0 | 12600 | 16.12 | 15750 | 20.15 |
| **TV & RADIO/COMMUNICATIONS & ELECTRONICS** | | | | | | | | | | | | | | | | | |
| **POPULAR ELECTRONICS** | | | | | | | | | | | | | | | | | |
| 1991 | 87.2 | 86.1 | 56.1 | 57.1 | 13.9 | 15.9 | 2.95 | 21.95 | 38.0 | 12 | .0 | N.C. | N.A. | 3225 | 36.98 | 4025 | 46.16 |
| 1990 | 86.8 | 86.3 | 55.2 | 56.6 | 11.4 | 23.1 | 2.50 | 21.95 | 26.8 | 12 | .0 | N.C. | N.A. | 3225 | 37.15 | 4025 | 46.37 |
| **RADIO-ELECTRONICS** | | | | | | | | | | | | | | | | | |
| 1991 | 173.5 | 84.9 | 69.8 | 121.1 | 16.2 | 10.6 | 2.95 | 17.97 | 49.2 | 12 | .0 | N.C. | N.A. | 7425 | 42.80 | 9420 | 54.29 |
| 1990 | 188.8 | 84.4 | 68.5 | 114.6 | 21.7 | 13.8 | 2.95 | 17.97 | 49.2 | 12 | .0 | N.C. | N.A. | 7425 | 39.33 | 9420 | 49.89 |
| **SATELLITE ORBIT** | | | | | | | | | | | | | | | | | |
| 1991 | 367.3 | 91.0 | 53.2 | 206.0 | 68.4 | 13.1 | 4.95 | 52.00 | 12.5 | 12 | .0 | 350.0 | 0 | 9100 | 24.78 | 11557 | 31.46 |
| 1990 | 337.7 | 89.6 | 53.0 | 191.9 | 77.1 | 10.5 | 4.95 | 48.00 | 19.2 | 12 | .0 | 325.0 | 0 | 7650 | 22.65 | 10710 | 31.71 |
| 1989 | 328.9 | 89.4 | 56.9 | 158.7 | 88.9 | 9.6 | 4.95 | 48.00 | 19.2 | 12 | .8 | 300.0 | 4 | 5687 | 17.29 | 7962 | 24.21 |
| 1988 | 382.2 | 90.4 | 61.7 | 208.8 | 79.7 | 10.8 | 4.95 | 48.00 | 19.2 | 12 | .0 | 400.0 | 10 | 7555 | 19.77 | 10577 | 27.67 |
| 1987 | 450.9 | 91.6 | 65.9 | 254.5 | 75.7 | 15.1 | 4.95 | 48.00 | 19.2 | 12 | 14.2 | 450.0 | 8 | 8500 | 18.85 | 11900 | 26.39 |
| **VIDEO** | | | | | | | | | | | | | | | | | |
| 1991 | 451.2 | 94.6 | 89.0 | 323.3 | 1.9 | 0.0 | 2.50 | 15.00 | 50.0 | 12 | 34.1 | 450.0 | 6 | 16260 | 36.04 | 20610 | 45.68 |
| 1990 | 450.4 | 94.6 | 88.9 | 306.8 | 2.0 | 0.0 | 2.50 | 15.00 | 50.0 | 12 | 46.7 | 450.0 | 4 | 16260 | 36.10 | 20610 | 45.76 |
| 1989 | 451.7 | 94.5 | 88.6 | 331.2 | 2.5 | 0.0 | 2.50 | 15.00 | 50.0 | 12 | 33.4 | 450.0 | 0 | 15195 | 33.64 | 19260 | 42.64 |
| 1988# | 436.8 | 94.7 | 85.8 | 367.0 | 2.5 | 0.0 | 2.50 | 12.00 | 60.0 | 12 | 16.4 | 450.0 | 0 | 14200 | 32.51 | 18000 | 41.21 |
| 1987# | 394.8 | 94.3 | 81.9 | 345.2 | 3.1 | 0.0 | 1.95 | 12.00 | 48.7 | 12 | 8.8 | 400.0 | 0 | 12620 | 31.97 | 16000 | 40.53 |
| **VIDEO REVIEW** | | | | | | | | | | | | | | | | | |
| 1991 | 346.5 | 93.9 | 89.0 | 219.3 | 53.8 | 0.0 | 2.50 | 15.97 | 46.8 | 12 | 36.2 | 325.0 | 3 | 13075 | 37.73 | 17505 | 50.52 |
| 1990# | 404.4 | 93.7 | 87.3 | 240.7 | 12.5 | 0.0 | 2.50 | 15.97 | 46.8 | 12 | 34.7 | 405.0 | 10 | 14860 | 36.75 | 19890 | 49.18 |
| **VIDEOMAKER** | | | | | | | | | | | | | | | | | |
| 1991 | 64.7 | 91.3 | 59.6 | 72.9 | 0.7 | 0.0 | 2.50 | 22.50 | 25.0 | 12 | 1.7 | N.C. | N.A. | 3075 | 47.53 | 3905 | 60.36 |



#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **COOKING LIGHT** | | | | | | | | | | | | | | | | | |
| 1991 | 961.1 | 98.9 | 89.0 | 997.5 | 40.1 | 0.0 | 2.50 | 12.00 | 20.0 | 6 | .0 | 900.0 | 0 | 17310 | 18.01 | 22500 | 23.41 |
| 1990# | 897.6 | 98.2 | 89.1 | 1016.3 | 19.9 | 0.0 | 2.25 | 12.00 | 11.1 | 6 | .0 | 900.0 | 0 | 17310 | 19.28 | 22500 | 25.07 |
| 1989# | 700.7 | 97.9 | 86.9 | 717.9 | 24.8 | 0.0 | 2.25 | 12.00 | 11.1 | 6 | .0 | 600.0 | 0 | 12000 | 17.13 | 15600 | 22.26 |
| 1988 | 574.7 | 97.8 | 86.4 | 590.8 | 11.5 | 0.0 | 2.25 | 22.00 | 63.0- | 6 | .0 | 525.0 | 0 | 9080 | 15.80 | 11800 | 20.53 |
| 1987 | 518.4 | 99.0 | 84.9 | 810.9 | 2.3 | 0.0 | 2.25 | 22.00 | 95.6- | 5 | .0 | 450.0 | 1 | 9080 | 17.52 | 11800 | 22.76 |
| **COSMOPOLITAN** | | | | | | | | | | | | | | | | | |
| 1991 | 2710.6 | 91.2 | 22.8 | 693.5 | 16.1 | 0.0 | 2.50 | 24.97 | 16.8 | 12 | .0 | 2500.0 | 0 | 47590 | 17.56 | 64045 | 23.63 |
| 1990 | 2657.8 | 91.5 | 20.8 | 598.3 | 19.6 | 0.0 | 2.50 | 24.97 | 16.8 | 12 | .0 | 2500.0 | 1 | 43420 | 16.34 | 58435 | 21.99 |
| 1989 | 2740.3 | 91.4 | 17.0 | 547.0 | 21.2 | 0.0 | 2.50 | 24.97 | 16.8 | 12 | .0 | 2500.0 | 0 | 39545 | 14.43 | 53220 | 19.42 |
| 1988 | 2886.9 | 91.9 | 14.3 | 441.3 | 28.1 | 0.1 | 2.50 | 24.97 | 16.8 | 12 | .0 | 2500.0 | 0 | 36215 | 12.54 | 48735 | 16.88 |
| 1987 | 2896.5 | 92.0 | 12.4 | 380.7 | 31.0 | 0.4 | 1.95 | 24.97 | 6.7- | 12 | .0 | 2500.0 | 0 | 34100 | 11.77 | 45890 | 15.84 |
| **COSMOPOLITAN EN ESPANOL** | | | | | | | | | | | | | | | | | |
| 1991 | 33.4 | 99.5 | 40.2 | 25.1 | 0.0 | 0.0 | 2.50 | 22.50 | 25.0 | 12 | .0 | N.C. | N.A. | 1865 | 55.84 | 2800 | 83.83 |
| 1990 | 29.6 | 99.6 | 34.0 | 18.3 | 4.1 | 0.1 | 2.50 | 22.50 | 25.0 | 12 | .0 | N.C. | N.A. | 1800 | 60.81 | 2700 | 91.22 |
| **ESSENCE** | | | | | | | | | | | | | | | | | |
| 1991 | 860.9 | 96.7 | 76.6 | 807.5 | 22.5 | 0.0 | 2.00 | 16.00 | 33.3 | 12 | 40.8 | 850.0 | 3 | 17030 | 19.78 | 25560 | 29.69 |
| 1990 | 850.4 | 97.0 | 73.9 | 816.7 | 26.0 | 0.0 | 1.75 | 14.00 | 33.3 | 12 | 30.6 | 850.0 | 7 | 16220 | 19.07 | 24340 | 28.62 |
| 1989 | 850.6 | 97.0 | 75.4 | 745.9 | 18.8 | 0.0 | 1.75 | 14.00 | 33.3 | 12 | 62.6 | 850.0 | 5 | 15015 | 17.65 | 22540 | 26.50 |
| 1988 | 850.3 | 97.6 | 74.5 | 715.6 | 27.4 | 0.0 | 1.50 | 12.00 | 33.3 | 12 | 59.4 | 850.0 | 7 | 15015 | 17.66 | 22540 | 26.51 |
| 1987 | 801.3 | 98.0 | 74.2 | 710.7 | 25.7 | 0.0 | 1.50 | 12.00 | 33.3 | 12 | 15.0 | 800.0 | 6 | 12820 | 16.00 | 19240 | 24.01 |
| **FAMILY CIRCLE** | | | | | | | | | | | | | | | | | |
| 1991 | 5110.9 | 96.3 | 46.1 | 2652.4 | 55.1 | 0.3 | 1.25 | 19.98 | 6.0 | 17 | .0 | 5000.0 | 2 | 75470 | 14.77 | 89805 | 17.57 |
| 1990 | 5287.4 | 96.3 | 40.3 | 3029.9 | 73.7 | 0.0 | 1.25 | 15.98 | 24.8 | 17 | .0 | 5250.0 | 0 | 75470 | 14.27 | 89805 | 16.98 |
| 1989# | 5329.8 | 96.1 | 29.4 | 1770.1 | 63.3 | 0.1 | 1.09 | 15.98 | 13.8 | 17 | .0 | 5502.9 | 4 | 65153 | 12.22 | 77530 | 14.55 |
| 1988# | 5911.0 | 96.1 | 27.5 | 1580.0 | 48.2 | 0.1 | 1.09 | 16.15 | 12.8 | 17 | .0 | 5770.6 | 4 | 61000 | 10.32 | 71072 | 12.02 |
| 1987# | 5877.4 | 95.5 | 16.2 | 1874.8 | 27.4 | 1.1 | 0.99 | 16.15 | 4.0 | 17 | .0 | 6094.1 | 10 | 62900 | 10.70 | 74849 | 12.74 |
| **FIRST FOR WOMEN** | | | | | | | | | | | | | | | | | |
| 1991 | 2034.1 | 90.6 | 0.0 | 0.0 | 0.0 | 0.0 | 1.50 | 27.00 | 28.6- | 14 | .0 | 2500.0 | 0 | 26170 | 12.87 | 30590 | 15.04 |
| 1990 | 2649.8 | 92.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.25 | 24.00 | 174.3- | 7 | .0 | 3000.0 | 0 | 29750 | 11.23 | 35000 | 13.21 |
| **GOOD HOUSEKEEPING** | | | | | | | | | | | | | | | | | |
| 1991 | 5108.5 | 94.9 | 74.0 | 3568.9 | 43.6 | 0.0 | 1.95 | 16.97 | 27.5 | 12 | .0 | 5000.0 | 3 | 103475 | 20.26 | 112995 | 22.12 |
| 1990 | 5128.8 | 94.7 | 72.7 | 3371.9 | 49.9 | 0.0 | 1.95 | 16.97 | 27.5 | 12 | .0 | 5000.0 | 1 | 82240 | 16.03 | 103190 | 20.12 |
| 1989 | 5133.5 | 94.8 | 71.3 | 3241.8 | 50.4 | 0.0 | 1.95 | 16.97 | 27.5 | 12 | .0 | 5000.0 | 1 | 75795 | 14.76 | 95105 | 18.53 |
| 1988 | 5122.5 | 94.5 | 69.8 | 3181.5 | 52.3 | 0.2 | 1.95 | 15.97 | 31.8 | 12 | .0 | 5000.0 | 0 | 70180 | 13.70 | 88060 | 17.19 |
| 1987 | 5189.1 | 94.4 | 68.0 | 3162.0 | 53.0 | 0.2 | 1.95 | 15.97 | 31.8 | 12 | .0 | 5000.0 | 0 | 66965 | 12.90 | 84025 | 16.19 |

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## WOMEN'S (cont.)

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **LADIES' HOME JOURNAL** | | | | | | | | | | | | | | | | | |
| 1991 | 5034.0 | 97.0 | 83.1 | 5771.3 | 5.0 | 0.0 | 1.95 | 19.97 | 14.7 | 12 | .0 | 5000.0 | 2 | 71300 | 14.16 | 84900 | 16.87 |
| 1990 | 5012.1 | 96.8 | 81.3 | 4914.5 | 6.6 | 0.0 | 1.95 | 19.95 | 14.7 | 12 | .0 | 5000.0 | 5 | 65700 | 13.11 | 78200 | 15.60 |
| 1989 | 5078.0 | 97.0 | 80.6 | 4229.9 | 7.4 | 0.0 | 1.75 | 19.95 | 5.0 | 12 | .0 | 5000.0 | 1 | 58500 | 11.52 | 71900 | 14.16 |
| 1988# | 5050.2 | 96.9 | 80.9 | 4664.2 | 7.5 | 0.0 | 1.50 | 19.95 | 10.8- | 12 | .0 | 5000.0 | 1 | 54700 | 10.83 | 67200 | 13.31 |
| 1987 | 5084.1 | 96.9 | 80.3 | 6525.8 | 7.3 | 0.0 | 1.50 | 19.95 | 10.8- | 12 | .0 | 5000.0 | 0 | 52300 | 10.29 | 64300 | 12.65 |
| **LEAR'S*** | | | | | | | | | | | | | | | | | |
| 1991 | 467.1 | 97.7 | 89.0 | 437.5 | 25.6 | 0.0 | 3.00 | 24.00 | 33.3 | 12 | 1.3 | 450.0 | 0 | 16154 | 34.58 | 22433 | 48.03 |
| 1990 | 453.3 | 97.7 | 89.8 | 592.2 | 5.4 | 0.0 | 3.00 | 30.00 | 16.7 | 12 | 16.4 | 425.0 | 0 | 13997 | 30.88 | 19437 | 42.88 |
| 1989 | 411.3 | 96.9 | 83.2 | 537.7 | 0.4 | 0.0 | 3.00 | 30.00 | 0.0 | 10 | 12.6 | 350.0 | 1 | 9685 | 23.55 | 14525 | 35.31 |
| 1988 | 299.1 | 96.3 | 68.0 | 644.8 | 0.8 | 0.0 | 3.00 | 18.00 | 20.0- | 5 | .0 | 250.0 | 0 | 6918 | 23.13 | 10375 | 34.69 |
| **MCCALL'S** | | | | | | | | | | | | | | | | | |
| 1991 | 5038.1 | 98.0 | 89.2 | 4222.5 | 12.3 | 0.0 | 1.75 | 15.97 | 24.0 | 12 | .0 | 5000.0 | 0 | 70615 | 14.02 | 83315 | 16.54 |
| 1990 | 5015.8 | 98.6 | 91.8 | 3839.4 | 5.7 | 0.0 | 1.75 | 19.97 | 4.9 | 12 | .0 | 5000.0 | 0 | 65380 | 13.03 | 77140 | 15.38 |
| 1989 | 5119.8 | 98.1 | 88.7 | 3273.3 | 7.8 | 0.1 | 1.69 | 13.97 | 31.1 | 12 | 16.8 | 5000.0 | 0 | 60535 | 11.82 | 71425 | 13.95 |
| 1988 | 5144.5 | 97.7 | 86.6 | 4216.6 | 6.1 | 0.7 | 1.69 | 13.97 | 31.1 | 12 | 30.0 | 5000.0 | 0 | 56575 | 11.00 | 66750 | 12.98 |
| 1987# | 5351.4 | 97.9 | 86.5 | 2917.0 | 13.7 | 0.7 | 1.50 | 12.95 | 28.1 | 12 | 1.7 | 5000.0 | 0 | N.A. | | N.A. | |
| **MIRABELLA** | | | | | | | | | | | | | | | | | |
| 1991# | 493.9 | 94.8 | 69.0 | 657.0 | 20.4 | 0.1 | 2.95 | 24.00 | 32.2 | 12 | .0 | 500.0 | 0 | 18655 | 37.77 | 23440 | 47.46 |
| **NEW WOMAN** | | | | | | | | | | | | | | | | | |
| 1991 | 1343.5 | 92.1 | 56.4 | 822.2 | 15.0 | 0.0 | 2.50 | 16.97 | 43.4 | 12 | .0 | 1300.0 | 0 | 21460 | 15.97 | 28620 | 21.30 |
| 1990 | 1353.4 | 92.2 | 53.9 | 807.9 | 14.0 | 0.0 | 2.25 | 15.97 | 18.3- | 6 | .0 | 1260.0 | 0 | 19160 | 14.16 | 25560 | 18.89 |
| 1989 | 1364.8 | 93.0 | 53.0 | 803.9 | 13.1 | 0.0 | 1.95 | 15.97 | 31.8 | 12 | .0 | 1260.0 | 0 | 17740 | 13.00 | 23670 | 17.34 |
| 1988# | 1362.8 | 93.5 | 55.3 | 794.2 | 20.3 | 0.0 | 1.95 | 15.00 | 35.9 | 12 | .0 | 1260.0 | 0 | 16200 | 11.89 | 21620 | 15.86 |
| 1987 | 1263.2 | 92.6 | 52.3 | 896.3 | 20.2 | 0.0 | 1.95 | 15.00 | 35.9 | 12 | .0 | 1200.0 | 1 | 14560 | 11.53 | 19425 | 15.38 |
| **PARENTING MAGAZINE*** | | | | | | | | | | | | | | | | | |
| 1991 | 640.2 | 96.4 | 92.8 | 833.7 | 1.2 | 54.2 | 2.50 | 18.00 | 28.0 | 10 | .0 | 630.0 | 1 | 18075 | 28.23 | 24100 | 37.64 |
| 1990 | 561.7 | 96.3 | 90.3 | 663.1 | 6.5 | 32.3 | 2.50 | 18.00 | 28.0 | 10 | .0 | 550.0 | 1 | 14310 | 25.48 | 19080 | 33.97 |
| 1989# | 458.5 | 95.7 | 90.0 | 582.8 | 4.3 | 25.8 | 1.95 | 18.00 | 7.7 | 10 | .0 | 475.0 | 1 | 11250 | 24.54 | 15000 | 32.72 |
| 1988# | 343.5 | 95.6 | 86.5 | 445.6 | 7.0 | 20.9 | 1.95 | 18.00 | 7.7 | 10 | .0 | 350.0 | 0 | 7500 | 21.83 | 10000 | 29.11 |
| **PARENTS MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 1745.1 | 94.1 | 90.7 | 2027.5 | 6.2 | 0.5 | 1.95 | 19.90 | 15.0 | 12 | .0 | 1725.0 | 1 | 38800 | 22.23 | 49675 | 28.47 |
| 1990 | 1747.6 | 94.5 | 91.2 | 1922.3 | 5.2 | 0.8 | 1.95 | 20.00 | 14.5 | 12 | .0 | 1725.0 | 0 | 35790 | 20.48 | 45820 | 26.22 |
| 1989 | 1743.1 | 94.4 | 92.4 | 1845.0 | 5.7 | 0.5 | 1.95 | 20.00 | 14.5 | 12 | .0 | 1725.0 | 1 | 33510 | 19.22 | 42900 | 24.61 |
| 1988 | 1762.0 | 94.5 | 93.1 | 1735.9 | 5.7 | 0.6 | 1.95 | 20.00 | 14.5 | 12 | .0 | 1725.0 | 0 | 31615 | 17.94 | 40470 | 22.97 |
| 1987 | 1741.5 | 95.0 | 92.7 | 2096.3 | 3.9 | 0.5 | 1.95 | 18.00 | 23.1 | 12 | .0 | 1675.0 | 0 | 29870 | 17.15 | 38235 | 21.96 |



*See Special Notes - Page 7
#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **REDBOOK** | | | | | | | | | | | | | | | | | |
| 1991 | 3851.1 | 96.9 | 82.4 | 2834.2 | 19.8 | 0.1 | 1.95 | 11.97 | 48.8 | 12 | 24.6 | 3800.0 | 4 | 57340 | 14.89 | 75820 | 19.69 |
| 1990 | 3927.2 | 97.0 | 81.2 | 2826.3 | 16.5 | 0.0 | 1.95 | 11.97 | 48.8 | 12 | .0 | 3800.0 | 0 | 54095 | 13.77 | 71530 | 18.21 |
| 1989 | 3903.9 | 97.5 | 80.2 | 2918.8 | 17.6 | 0.1 | 1.95 | 11.97 | 48.8 | 12 | .0 | 3800.0 | 1 | 49855 | 12.77 | 65925 | 16.89 |
| 1988 | 3979.0 | 97.3 | 79.3 | 2850.4 | 9.5 | 0.4 | 1.95 | 11.97 | 48.8 | 12 | .0 | 3800.0 | 0 | 46160 | 11.60 | 61040 | 15.34 |
| 1987 | 4015.4 | 97.0 | 80.2 | 3162.4 | 5.1 | 0.4 | 1.50 | 11.97 | 33.5 | 12 | .0 | 3800.0 | 0 | 43875 | 10.93 | 58020 | 14.45 |
| **SASSY** | | | | | | | | | | | | | | | | | |
| 1991 | 656.5 | 92.3 | 82.1 | 835.1 | 10.9 | 0.6 | 2.00 | 14.97 | 37.6 | 12 | .0 | 650.0 | 0 | 13740 | 20.93 | 19910 | 30.33 |
| 1990# | 524.1 | 91.4 | 76.1 | 819.5 | 32.2 | 0.0 | 2.00 | 15.98 | 27.4 | 11 | 3.0 | 550.0 | 0 | 11180 | 21.33 | 16200 | 30.91 |
| **SELF** | | | | | | | | | | | | | | | | | |
| 1991 | 1171.2 | 94.4 | 54.1 | 774.9 | 21.6 | 0.0 | 1.95 | 15.00 | 35.9 | 12 | 4.9 | 1100.0 | 2 | 28060 | 23.96 | 41910 | 35.78 |
| 1990 | 1137.3 | 94.9 | 52.4 | 603.8 | 23.1 | 0.1 | 1.95 | 15.00 | 35.9 | 12 | 19.3 | 1100.0 | 3 | 25860 | 22.74 | 38620 | 33.96 |
| 1989# | 1193.4 | 94.5 | 50.1 | 592.5 | 23.2 | 0.3 | 1.95 | 15.00 | 35.9 | 12 | 18.4 | 1000.0 | 1 | 20460 | 17.14 | 30550 | 25.60 |
| 1988 | 1227.6 | 94.7 | 44.9 | 587.8 | 39.7 | 2.1 | 1.95 | 15.00 | 35.9 | 12 | 12.2 | 1000.0 | 1 | 18770 | 15.29 | 28020 | 22.83 |
| 1987# | 1130.1 | 94.6 | 43.9 | 545.6 | 69.8 | 0.8 | 1.95 | 15.00 | 35.9 | 12 | 6.6 | 1000.0 | 0 | 17700 | 15.66 | 26430 | 23.39 |
| **SESAME STREET MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991# | 1181.5 | 96.4 | 99.9 | 1648.9 | 80.7 | 0.7 | 0.00 | 15.97 | | 10 | 7.8 | 1175.0 | 4 | N.A. | | 37044 | 31.35 |
| 1990# | 1260.5 | 97.1 | 100.0 | 1501.6 | 93.1 | 1.0 | 0.00 | 14.97 | 0.0 | 10 | 1.7 | 1225.0 | 0 | N.A. | | 37044 | 29.39 |
| 1989 | 1225.8 | 97.5 | 100.0 | 1636.9 | 92.6 | 1.0 | 0.00 | 13.97 | 0.0 | 10 | .0 | 1200.0 | 3 | 33139 | 27.03 | 34300 | 27.98 |
| 1988# | 1286.6 | 97.9 | 92.0 | 1586.1 | 95.2 | 1.0 | 1.50 | 12.97 | 13.5 | 10 | .0 | 1200.0 | 0 | 31263 | 24.30 | 32360 | 25.15 |
| 1987# | 1292.6 | 95.6 | 85.1 | 1601.4 | 89.6 | 1.0 | 1.25 | 11.97 | 4.2 | 10 | .0 | 1250.0 | 2 | 30650 | 23.71 | 31800 | 24.60 |
| **SEVENTEEN** | | | | | | | | | | | | | | | | | |
| 1991 | 1833.6 | 93.7 | 75.4 | 2056.1 | 20.9 | 9.6 | 1.95 | 15.95 | 31.8 | 12 | 5.0 | 1750.0 | 0 | 29500 | 16.09 | 42750 | 23.31 |
| 1990 | 1763.3 | 95.2 | 74.8 | 1712.3 | 47.9 | 7.0 | 1.95 | 13.95 | 40.4 | 12 | 7.5 | 1750.0 | 7 | 26350 | 14.94 | 38175 | 21.65 |
| 1989 | 1759.6 | 94.8 | 74.0 | 1544.8 | 85.2 | 0.1 | 1.75 | 15.95 | 24.0 | 12 | 19.9 | 1750.0 | 3 | 24275 | 13.80 | 35175 | 19.99 |
| 1988# | 1777.9 | 95.2 | 75.0 | 1376.4 | 83.9 | 0.0 | 1.75 | 15.95 | 24.0 | 12 | .0 | 1750.0 | 5 | 22900 | 12.88 | 33175 | 18.66 |
| 1987# | 1863.4 | 95.1 | 74.7 | 1711.6 | 76.9 | 0.0 | 1.50 | 13.95 | 22.5 | 12 | .0 | 1700.0 | 0 | 21100 | 11.32 | 30575 | 16.41 |
| **SHAPE MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 747.4 | 88.1 | 33.1 | 285.4 | 21.6 | 2.8 | 2.00 | 20.00 | 16.7 | 12 | .0 | N.C. | N.A. | 12355 | 16.53 | 15410 | 20.62 |
| 1990 | 693.9 | 87.8 | 29.8 | 276.8 | 43.1 | 3.4 | 2.00 | 20.00 | 16.7 | 12 | .0 | N.C. | N.A. | 12950 | 18.66 | 16150 | 23.27 |
| 1989 | 728.0 | 88.1 | 31.1 | 193.4 | 70.8 | 22.3 | 2.00 | 20.00 | 16.7 | 12 | .0 | N.C. | N.A. | 11600 | 15.93 | 15000 | 20.60 |
| 1988 | 742.8 | 89.2 | 29.6 | 292.5 | 50.2 | 3.4 | 2.00 | 20.00 | 16.7 | 12 | .0 | N.C. | N.A. | 9700 | 13.06 | 12900 | 17.37 |
| 1987 | 680.7 | 88.7 | 32.4 | 251.5 | 81.8 | 11.7 | 2.00 | 20.00 | 16.7 | 12 | .0 | N.C. | N.A. | 9000 | 13.22 | 12000 | 17.63 |
| **SOAP OPERA DIGEST** | | | | | | | | | | | | | | | | | |
| 1991 | 1458.7 | 91.6 | 34.1 | 920.4 | 68.2 | 0.2 | 2.25 | 45.90 | 21.5 | 26 | .0 | 1300.0 | 0 | 19540 | 13.40 | 23810 | 16.32 |
| 1990 | 1418.0 | 91.7 | 27.1 | 730.9 | 41.2 | 0.0 | 1.95 | 38.74 | 23.6 | 26 | .0 | 1200.0 | 0 | 16400 | 11.57 | 20200 | 14.25 |
| 1989 | 1336.0 | 90.8 | 23.7 | 450.0 | 58.6 | 0.0 | 1.95 | 38.74 | 23.6 | 26 | .0 | 950.0 | 0 | 13000 | 9.73 | 16000 | 11.98 |
| 1988 | 1103.7 | 91.7 | 26.9 | 394.5 | 56.8 | 0.0 | 1.75 | 39.00 | 14.3 | 26 | .0 | 900.0 | 0 | 11600 | 10.51 | 14300 | 12.96 |
| 1987# | 1004.5 | 92.1 | 31.7 | 425.8 | 23.4 | 0.0 | 1.75 | 39.00 | 14.3 | 26 | .0 | 800.0 | 0 | 9710 | 9.67 | 11320 | 11.27 |

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## WOMEN'S (cont.)

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **SOAP OPERA WEEKLY** | | | | | | | | | | | | | | | | | |
| 1991 | 507.7 | 89.2 | 3.8 | 40.5 | 0.7 | 0.0 | 1.09 | 51.48 | 9.2 | 52 | .0 | 500.0 | 19 | 5670 | 11.17 | 7000 | 13.79 |
| **SOPHISTICATE'S HAIRSTYLE GUIDE** | | | | | | | | | | | | | | | | | |
| 1991 | 119.0 | 88.6 | 0.0 | 0.0 | 0.0 | 0.0 | 2.95 | 15.00 | 15.3 | 6 | .0 | 90.0 | 0 | N.A. | | N.A. | |
| 1990# | 116.5 | 88.1 | 0.0 | 0.0 | 0.0 | 0.0 | 2.95 | 15.00 | 15.3 | 6 | .0 | 90.0 | 0 | N.A. | | N.A. | |
| **'TEEN** | | | | | | | | | | | | | | | | | |
| 1991 | 1157.3 | 93.5 | 74.4 | 955.6 | 33.8 | 0.6 | 2.25 | 15.95 | 40.9 | 12 | .0 | 1100.0 | 1 | 16410 | 14.18 | 24615 | 21.27 |
| 1990 | 1169.3 | 94.1 | 72.6 | 1035.8 | 29.6 | 1.3 | 2.25 | 15.95 | 40.9 | 12 | .0 | 1100.0 | 2 | 15125 | 12.94 | 22690 | 19.40 |
| 1989 | 1067.5 | 94.2 | 69.3 | 800.2 | 42.9 | 0.0 | 1.95 | 15.95 | 31.8 | 12 | .0 | 1000.0 | 0 | 13250 | 12.41 | 19875 | 18.62 |
| 1988 | 1103.4 | 94.8 | 71.3 | 792.9 | 47.6 | 0.2 | 1.75 | 14.95 | 28.8 | 12 | .0 | 1000.0 | 0 | 12250 | 11.10 | 18375 | 16.65 |
| 1987 | 1185.6 | 95.2 | 72.8 | 891.6 | 35.7 | 0.9 | 1.75 | 14.95 | 28.8 | 12 | .0 | 1000.0 | 0 | 11500 | 9.70 | 17250 | 14.55 |
| **TRUE STORY** | | | | | | | | | | | | | | | | | |
| 1991 | 758.4 | 93.4 | 75.3 | 775.7 | 1.2 | 0.0 | 1.59 | 14.95 | 21.6 | 12 | .0 | 800.0 | 10 | 11090 | 14.62 | 14400 | 18.99 |
| 1990 | 872.3 | 90.1 | 75.9 | 420.1 | 1.5 | 0.0 | 1.49 | 14.95 | 16.4 | 12 | 15.6 | 1000.0 | 9 | 12830 | 14.71 | 16675 | 19.12 |
| 1989 | 1195.5 | 90.2 | 82.1 | 1100.3 | 7.7 | 0.0 | 1.69 | 14.95 | 26.3 | 12 | .0 | 1300.0 | 12 | 15290 | 12.79 | 19870 | 16.62 |
| 1988 | 1301.9 | 91.2 | 82.1 | 1132.8 | 7.3 | 0.0 | 1.50 | 14.95 | 16.9 | 12 | .0 | 1300.0 | 4 | 14290 | 10.98 | 18575 | 14.27 |
| 1987# | 1361.1 | 90.5 | 81.0 | 1184.1 | 3.7 | 0.0 | 1.50 | 14.95 | 16.9 | 12 | .0 | 1300.0 | 0 | 13355 | 9.81 | 17360 | 12.75 |
| **TV Y NOVELAS** | | | | | | | | | | | | | | | | | |
| 1991 | 55.5 | 99.5 | 22.8 | 30.5 | 0.0 | 0.0 | 1.75 | 40.95 | 10.0 | 26 | .0 | N.C. | N.A. | 1930 | 34.77 | 2900 | 52.25 |
| 1990 | 70.1 | 99.9 | 14.9 | 21.4 | | 0.2 | 1.75 | 40.95 | 10.0 | 26 | .0 | N.C. | N.A. | 1875 | 26.75 | 2815 | 40.16 |
| **VANIDADES CONTINENTAL** | | | | | | | | | | | | | | | | | |
| 1991 | 51.5 | 99.7 | 51.0 | 48.5 | 0.0 | 2.8 | 2.95 | 53.70 | 30.0 | 26 | .1 | N.C. | N.A. | 2800 | 54.37 | 4200 | 81.55 |
| 1990 | 45.5 | 98.1 | 45.3 | 35.6 | 6.6 | 3.7 | 2.95 | 53.70 | 30.0 | 26 | .0 | N.C. | N.A. | 2665 | 58.57 | 4000 | 87.91 |
| **VICTORIA*** | | | | | | | | | | | | | | | | | |
| 1991 | 852.7 | 93.3 | 73.0 | 764.0 | 37.5 | 0.0 | 2.50 | 15.97 | 46.8 | 12 | .0 | 800.0 | 0 | 19670 | 23.07 | 30250 | 35.48 |
| 1990 | 798.4 | 94.5 | 72.2 | 709.6 | 41.7 | 0.0 | 2.50 | 15.97 | 46.8 | 12 | .0 | 750.0 | 0 | 17100 | 21.42 | 26300 | 32.94 |
| 1989 | 800.0 | 95.0 | 67.7 | 702.4 | 21.2 | 0.0 | 2.50 | 15.97 | 20.2 | 8 | .0 | 750.0 | 0 | 15600 | 19.50 | 24000 | 30.00 |
| 1988# | 624.7 | 94.9 | 49.0 | 475.8 | 14.5 | 0.0 | 2.50 | 9.97 | 20.2 | 5 | .0 | 550.0 | 0 | 15660 | 25.07 | 24000 | 38.42 |
| **VOGUE** | | | | | | | | | | | | | | | | | |
| 1991 | 1244.3 | 86.0 | 39.7 | 577.9 | 24.8 | 0.0 | 3.00 | 28.00 | 22.2 | 12 | 4.2 | 1100.0 | 0 | 32410 | 26.05 | 44790 | 36.00 |
| 1990 | 1217.9 | 87.8 | 39.6 | 502.6 | 21.6 | 0.0 | 3.00 | 28.00 | 22.2 | 12 | 8.0 | 1100.0 | 0 | 29870 | 24.53 | 43000 | 35.31 |
| 1989# | 1255.0 | 88.2 | 37.5 | 506.1 | 25.7 | 0.0 | 3.00 | 28.00 | 22.2 | 12 | 7.6 | 1000.0 | 0 | 25990 | 20.71 | 37420 | 29.82 |
| 1988 | 1212.4 | 88.2 | 36.4 | 477.2 | 52.0 | 0.0 | 3.00 | 28.00 | 22.2 | 12 | .0 | 1000.0 | 0 | 21670 | 17.87 | 31200 | 25.73 |
| 1987 | 1252.6 | 88.3 | 36.0 | 459.1 | 76.7 | 0.0 | 3.00 | 24.00 | 33.3 | 12 | .0 | 1000.0 | 0 | 20440 | 16.32 | 29430 | 23.50 |



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## WOMEN'S (cont.)

| Year End. 12-31 | Ave. Paid Circ. | % Circ. In 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **"W"** | | | | | | | | | | | | | | | | | |
| 1991 | 255.7 | 97.5 | 95.2 | 409.6 | 17.6 | 0.0 | 2.95 | 29.90 | 61.0 | 26 | 9.0 | 250.0 | 2 | 18300 | 71.57 | 23000 | 89.95 |
| 1990 | 259.1 | 96.4 | 94.2 | 388.4 | 14.2 | 1.9 | 2.95 | 33.00 | 57.0 | 26 | 10.4 | 250.0 | 0 | 17250 | 66.58 | 21700 | 83.75 |
| 1989 | 242.9 | 95.9 | 91.2 | 334.9 | 18.9 | 0.0 | 2.95 | 33.00 | 57.0 | 26 | 5.7 | 250.0 | 17 | 15740 | 64.80 | 19800 | 81.52 |
| 1988# | 251.9 | 96.7 | 91.3 | 427.8 | 19.0 | 0.0 | 2.50 | 30.00 | 52.0 | 25 | 6.6 | 250.0 | 2 | 14410 | 57.21 | 18600 | 73.84 |
| 1987 | 229.4 | 96.3 | 88.2 | 287.4 | 23.2 | 0.0 | 2.50 | 30.00 | 53.8 | 26 | 2.9 | 225.0 | 2 | 13880 | 60.51 | 17910 | 78.07 |
| **WEIGHT WATCHERS MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 1003.9 | 94.0 | 91.0 | 804.4 | 63.3 | 24.4 | 1.95 | 15.97 | 31.8 | 12 | .0 | 1000.0 | 3 | 16965 | 16.90 | 23715 | 23.62 |
| 1990 | 1011.3 | 91.8 | 89.1 | 881.8 | 15.4 | 13.0 | 1.95 | 15.97 | 31.8 | 12 | .0 | 1000.0 | 0 | 15855 | 15.68 | 22160 | 21.91 |
| 1989 | 1022.5 | 95.7 | 87.7 | 770.9 | 45.3 | 15.6 | 1.95 | 15.97 | 31.8 | 12 | .0 | 1000.0 | 0 | 14815 | 14.49 | 20710 | 20.25 |
| 1988# | 989.3 | 96.0 | 85.0 | 854.8 | 43.7 | 9.6 | 1.75 | 13.97 | 33.5 | 12 | .0 | 1000.0 | 0 | 13845 | 13.99 | 19355 | 19.56 |
| 1987# | 940.4 | 94.9 | 84.0 | 754.8 | 29.2 | 22.0 | 1.75 | 13.97 | 33.5 | 12 | .0 | 925.0 | 0 | 12820 | 13.63 | 17920 | 19.06 |
| **WOMAN'S DAY** | | | | | | | | | | | | | | | | | |
| 1991 | 4681.3 | 96.2 | 28.3 | 2152.5 | 53.8 | 0.0 | 0.99 | 14.77 | 0.5 | 15 | .0 | 4600.0 | 2 | 66495 | 14.20 | 79600 | 17.00 |
| 1990 | 4697.5 | 95.8 | 16.6 | 1359.3 | 6.3 | 0.0 | 1.09 | 19.00 | 16.2- | 15 | .0 | 4600.0 | 5 | 61045 | 13.00 | 73075 | 15.56 |
| 1989# | 4543.4 | 95.1 | 2.5 | 199.1 | 43.2 | 0.0 | 1.09 | 19.00 | 16.2- | 15 | .0 | 5330.0 | 8 | 64810 | 14.26 | 77582 | 17.08 |
| 1988# | 5340.5 | 95.4 | 2.2 | 126.9 | 86.9 | 0.0 | 1.09 | 19.00 | 16.2- | 15 | .0 | 5330.0 | 2 | 58860 | 11.02 | 70466 | 13.19 |
| 1987# | 5617.3 | 95.5 | 1.6 | 246.9 | 89.0 | 0.0 | 0.99 | 15.13 | 1.9- | 15 | .0 | 5513.3 | 5 | 56560 | 10.07 | 67709 | 12.05 |
| **WOMAN'S WORLD** | | | | | | | | | | | | | | | | | |
| 1991 | 1320.8 | 85.4 | 0.0 | 0.0 | 0.0 | 0.0 | 1.10 | 78.00 | 33.8- | 53 | .0 | 1300.0 | 0 | 14805 | 11.21 | 17700 | 13.40 |
| 1990 | 1523.9 | 85.4 | 0.0 | 0.0 | 0.0 | 0.0 | 1.10 | 72.00 | 25.9- | 52 | .0 | 1500.0 | 0 | 17146 | 11.25 | 20500 | 13.45 |
| **WOMEN'S SPORTS & FITNESS** | | | | | | | | | | | | | | | | | |
| 1991# | 192.5 | 95.3 | 96.8 | 107.6 | 2.5 | 5.8 | 2.95 | 19.97 | 15.4 | 8 | 31.0 | 125.0 | 6 | 4895 | 25.43 | 6995 | 36.34 |
| 1990 | 267.6 | 94.3 | 98.5 | 189.0 | 25.4 | 1.1 | 2.00 | 12.97 | 8.1- | 6 | 3.7 | 250.0 | 3 | 7288 | 27.23 | 10335 | 38.62 |
| **THE WORKBASKET** | | | | | | | | | | | | | | | | | |
| 1991 | 1100.1 | 99.0 | 96.0 | 411.6 | 98.2 | 1.9 | 2.25 | 12.95 | 4.1 | 6 | 26.7 | 1200.0 | 6 | 12400 | 11.27 | 15625 | 14.20 |
| 1990 | 1228.8 | 99.0 | 98.5 | 745.0 | 21.0 | 0.0 | 1.95 | 8.00 | 59.0 | 10 | .0 | 1200.0 | 1 | 12915 | 10.51 | 17430 | 14.18 |
| 1989 | 1300.9 | 98.6 | 98.8 | 976.4 | 22.3 | 0.0 | 1.50 | 8.00 | 46.7 | 10 | .0 | 1200.0 | 1 | 12195 | 9.37 | 17430 | 13.40 |
| 1988# | 1497.5 | 98.9 | 98.9 | 953.2 | 24.3 | 0.0 | 1.50 | 8.00 | 46.7 | 10 | .0 | 1400.0 | 3 | 9225 | 6.16 | 12550 | 8.38 |
| 1987 | 1751.6 | 97.2 | 98.8 | 1247.9 | 21.6 | 0.0 | 1.50 | 6.00 | 60.0 | 10 | .0 | 1700.0 | 0 | 9225 | 5.27 | 12550 | 7.16 |
| **WORKING WOMAN** | | | | | | | | | | | | | | | | | |
| 1991 | 866.4 | 96.5 | 94.0 | 646.5 | 81.5 | 0.1 | 2.50 | 9.97 | 66.8 | 12 | 14.7 | 850.0 | 6 | 25500 | 29.43 | 34950 | 40.34 |
| 1990 | 871.8 | 96.7 | 93.4 | 774.1 | 18.7 | 0.1 | 2.50 | 18.00 | 40.0 | 12 | .0 | 950.0 | 12 | 25500 | 29.25 | 34950 | 40.09 |
| 1989 | 906.5 | 96.1 | 93.2 | 760.1 | 19.8 | 0.3 | 2.50 | 18.00 | 40.0 | 12 | .0 | 950.0 | 10 | 22200 | 24.49 | 30450 | 33.59 |
| 1988 | 896.6 | 96.6 | 92.7 | 717.8 | 23.6 | 32.0 | 2.50 | 18.00 | 40.0 | 12 | 5.9 | 900.0 | 0 | 19450 | 21.69 | 26700 | 29.78 |
| 1987 | 840.1 | 96.9 | 93.6 | 661.9 | 22.6 | 19.9 | 2.50 | 18.00 | 40.0 | 12 | 37.8 | 850.0 | 0 | 17500 | 20.83 | 24000 | 28.57 |
| **YM** | | | | | | | | | | | | | | | | | |
| 1991 | 1011.6 | 92.4 | 71.0 | 998.9 | 3.4 | 0.2 | 2.00 | 18.00 | 10.0 | 10 | 25.3 | 875.0 | 1 | 14870 | 14.70 | 23200 | 22.93 |
| 1990 | 1004.3 | 93.0 | 78.2 | 902.1 | 9.2 | 0.6 | 2.00 | 18.00 | 10.0 | 10 | 51.5 | 975.0 | 2 | 12750 | 12.70 | 19900 | 19.81 |

#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **WOMEN'S/MEN'S FASHIONS, BEAUTY & GROOMING** | | | | | | | | | | | | | | | | | |
| **ELLE** | | | | | | | | | | | | | | | | | |
| 1991 | 916.3 | 89.9 | 58.6 | 457.8 | 15.1 | 0.0 | 3.00 | 24.00 | 33.3 | 12 | .0 | 825.0 | 0 | 24965 | 27.25 | 35930 | 39.21 |
| 1990 | 831.6 | 90.0 | 51.4 | 688.5 | 35.0 | 0.0 | 3.00 | 24.00 | 33.3 | 12 | .0 | 825.0 | 2 | 21915 | 26.35 | 32870 | 39.53 |
| 1989 | 826.6 | 87.3 | 37.5 | 341.8 | 28.2 | 0.0 | 3.00 | 24.00 | 33.3 | 12 | .0 | 825.0 | 4 | 20050 | 24.26 | 30075 | 36.38 |
| 1988# | 827.1 | 87.7 | 35.8 | 405.7 | 14.0 | 0.0 | 2.75 | 24.00 | 27.3 | 12 | .0 | 825.0 | 0 | 18480 | 22.34 | 27720 | 33.51 |
| 1987# | 785.2 | 88.9 | 37.9 | 409.7 | 8.5 | 0.0 | 2.50 | 24.00 | 20.0 | 12 | .0 | 700.0 | 0 | 15400 | 19.61 | 23100 | 29.42 |
| **GLAMOUR** | | | | | | | | | | | | | | | | | |
| 1991 | 2046.8 | 92.5 | 46.3 | 1029.6 | 19.4 | 0.0 | 2.50 | 15.00 | 50.0 | 12 | 10.7 | 2000.0 | 3 | 42580 | 20.80 | 60000 | 29.31 |
| 1990 | 2183.5 | 91.4 | 42.7 | 943.5 | 14.3 | 0.0 | 2.50 | 15.00 | 50.0 | 12 | 19.1 | 2000.0 | 1 | 39230 | 17.97 | 55290 | 25.32 |
| 1989 | 2273.0 | 92.3 | 38.0 | 977.9 | 15.3 | 0.0 | 2.50 | 15.00 | 50.0 | 12 | 5.0 | 2000.0 | 0 | 34140 | 15.02 | 48120 | 21.17 |
| 1988 | 2160.1 | 92.2 | 32.1 | 779.8 | 33.2 | 0.0 | 1.95 | 15.00 | 35.9 | 12 | 11.8 | 2000.0 | 1 | 31320 | 14.50 | 44140 | 20.43 |
| 1987# | 2278.8 | 92.3 | 30.3 | 645.6 | 60.6 | 0.0 | 1.95 | 15.00 | 35.9 | 12 | .0 | 2000.0 | 0 | 29540 | 12.96 | 41630 | 18.27 |
| **HARPER'S BAZAAR** | | | | | | | | | | | | | | | | | |
| 1991 | 723.8 | 93.4 | 67.0 | 496.0 | 15.1 | 0.3 | 2.50 | 17.94 | 40.2 | 12 | 6.8 | 700.0 | 2 | 23170 | 32.01 | 33430 | 46.19 |
| 1990 | 727.0 | 92.0 | 62.4 | 557.2 | 28.7 | 0.1 | 2.50 | 17.94 | 40.2 | 12 | 1.9 | 700.0 | 4 | 21260 | 29.24 | 30670 | 42.19 |
| 1989 | 722.9 | 91.8 | 55.3 | 465.5 | 47.0 | 0.5 | 2.50 | 17.94 | 40.2 | 12 | .3 | 700.0 | 1 | 19385 | 26.82 | 27970 | 38.69 |
| 1988 | 743.5 | 91.9 | 51.4 | 391.6 | 29.2 | 0.0 | 2.50 | 16.97 | 43.4 | 12 | .0 | 700.0 | 0 | 19385 | 26.07 | 27970 | 37.62 |
| 1987 | 740.8 | 91.3 | 47.2 | 423.3 | 25.3 | 0.0 | 2.50 | 16.97 | 43.4 | 12 | .0 | 700.0 | 0 | 17100 | 23.08 | 24720 | 33.37 |
| **MADEMOISELLE** | | | | | | | | | | | | | | | | | |
| 1991 | 1154.4 | 91.7 | 50.4 | 790.8 | 8.4 | 0.0 | 2.50 | 15.00 | 50.0 | 12 | 10.2 | 1100.0 | 3 | 27160 | 23.53 | 39470 | 34.19 |
| 1990 | 1148.6 | 91.6 | 42.7 | 527.5 | 11.0 | 0.6 | 2.50 | 15.00 | 50.0 | 12 | 40.4 | 1100.0 | 2 | 25030 | 21.79 | 36380 | 31.67 |
| 1989 | 1151.7 | 92.0 | 37.0 | 510.5 | 12.2 | 0.0 | 2.50 | 15.00 | 50.0 | 12 | 15.9 | 1100.0 | 4 | 21780 | 18.91 | 31660 | 27.49 |
| 1988 | 1202.3 | 91.2 | 28.2 | 386.2 | 29.4 | 0.2 | 1.95 | 15.00 | 35.9 | 12 | 20.6 | 1100.0 | 3 | 19980 | 16.62 | 29040 | 24.15 |
| 1987# | 1240.9 | 91.6 | 26.6 | 324.3 | 57.3 | 1.7 | 1.95 | 15.00 | 35.9 | 12 | 10.0 | 1100.0 | 0 | 18840 | 15.18 | 27390 | 22.07 |
| **YOUTH** | | | | | | | | | | | | | | | | | |
| **THE BIG BOPPER** | | | | | | | | | | | | | | | | | |
| 1991 | 145.0 | 84.2 | 6.7 | 5.9 | 80.0 | 94.9 | 2.95 | 21.95 | 38.0 | 12 | .0 | N.C. | N.A. | N.A. | | N.A. | |
| 1990 | 267.4 | 86.4 | 5.5 | 14.7 | 95.7 | 96.9 | 2.95 | 21.95 | 24.0- | 6 | .0 | N.C. | N.A. | N.A. | | N.A. | |
| **BOP** | | | | | | | | | | | | | | | | | |
| 1991 | 148.6 | 79.9 | 14.2 | 15.2 | 56.1 | 92.1 | 2.25 | 16.95 | 37.2 | 12 | .0 | N.C. | N.A. | N.A. | | N.A. | |
| 1990 | 181.9 | 85.9 | 7.3 | 20.6 | 100.0 | 95.3 | 2.25 | 16.95 | 37.2 | 12 | .0 | N.C. | N.A. | N.A. | | N.A. | |
| **BOYS' LIFE** | | | | | | | | | | | | | | | | | |
| 1991 | 1354.7 | 97.9 | 100.0 | 1547.3 | 6.9 | 0.0 | 1.75 | 15.60 | 25.7 | 12 | .0 | 1300.0 | 0 | 16675 | 12.31 | 21750 | 16.06 |
| 1990 | 1395.8 | 97.8 | 100.0 | 1624.8 | 7.5 | 0.0 | 1.75 | 15.60 | 25.7 | 12 | .0 | 1300.0 | 0 | 15160 | 10.86 | 19775 | 14.17 |
| 1989 | 1387.1 | 97.8 | 100.0 | 1612.3 | 5.8 | 0.0 | 1.50 | 13.20 | 26.7 | 12 | .0 | 1300.0 | 5 | 12630 | 9.11 | 17650 | 12.72 |
| 1988 | 1428.3 | 97.9 | 100.0 | 1652.5 | 7.0 | 0.0 | 1.50 | 13.20 | 26.7 | 12 | .0 | 1300.0 | 0 | 12630 | 8.84 | 17650 | 12.36 |
| 1987 | 1392.9 | 97.8 | 100.0 | 1638.4 | 5.4 | 0.0 | 1.50 | 13.20 | 26.7 | 12 | .0 | 1300.0 | 5 | 11860 | 8.51 | 16560 | 11.89 |



#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **DISNEY ADVENTURES** | | | | | | | | | | | | | | | | | |
| 1991 | 354.1 | 91.7 | 15.6 | 116.8 | 0.3 | 1.6 | 1.95 | 19.95 | 70.5- | 6 | .7 | 350.0 | 2 | 7000 | 19.77 | 7000 | 19.77 |
| **KID CITY MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 310.9 | 96.9 | 100.0 | 386.5 | 90.1 | 4.1 | 0.00 | 14.97 | 0.0 | 10 | .0 | 275.0 | 0 | N.A. | | 7894 | 25.39 |
| 1990# | 327.9 | 97.0 | 100.0 | 391.5 | 97.5 | 1.7 | 0.00 | 13.97 | 0.0 | 10 | .0 | 275.0 | 0 | N.A. | | 7894 | 24.07 |
| **16 MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 109.7 | 77.7 | 8.6 | 8.0 | 100.0 | 50.5 | 2.25 | 18.95 | 29.8 | 12 | .0 | N.C. | N.A. | 1475 | 13.45 | 2295 | 20.92 |
| 1990 | 206.7 | 84.7 | 4.9 | 10.2 | 100.0 | 68.9 | 2.25 | 18.95 | 29.8 | 12 | .0 | N.C. | N.A. | 1475 | 7.14 | 2295 | 11.10 |
| **SUPER TEEN** | | | | | | | | | | | | | | | | | |
| 1991 | 83.8 | 81.7 | 0.0 | 0.0 | 0.0 | 0.0 | 2.25 | .00 | 100.0 | 12 | .0 | 100.0 | 6 | 4200 | 50.12 | 5880 | 70.17 |
| 1990 | 235.5 | 87.1 | 0.0 | 0.0 | 0.0 | 0.0 | 2.25 | .00 | 100.0 | 12 | .0 | N.C. | N.A. | 4200 | 17.83 | 5880 | 24.97 |
| **TEEN BEAT** | | | | | | | | | | | | | | | | | |
| 1991 | 157.6 | 85.3 | 32.6 | 30.0 | 8.2 | 0.0 | 2.25 | 19.95 | 26.1 | 12 | .0 | 200.0 | 12 | 6210 | 39.40 | 800 | 5.08 |
| 1990 | 274.9 | 88.5 | 19.6 | 60.0 | 4.1 | 0.0 | 2.25 | 19.95 | 26.1 | 12 | .0 | 200.0 | 1 | 4260 | 15.50 | 5600 | 20.37 |
| **TEEN MACHINE** | | | | | | | | | | | | | | | | | |
| 1991 | 55.3 | 78.7 | 0.0 | 0.0 | 0.0 | 0.0 | 2.50 | .00 | 100.0 | 11 | .0 | 75.0 | 5 | 4200 | 75.95 | 5880 | 106.33 |
| 1990 | 138.9 | 85.5 | 0.0 | 0.0 | 0.0 | 0.0 | 2.50 | .00 | 100.0 | 11 | .0 | N.C. | N.A. | 4200 | 30.24 | 5880 | 42.33 |
| **3-2-1 CONTACT** | | | | | | | | | | | | | | | | | |
| 1991 | 444.5 | 97.3 | 100.0 | 567.4 | 87.5 | 5.9 | 0.00 | 15.97 | 0.0 | 10 | .0 | 400.0 | 0 | N.A. | | 8778 | 19.75 |
| 1990 | 447.4 | 97.8 | 100.0 | 580.7 | 85.5 | 3.9 | 0.00 | 15.97 | 0.0 | 10 | .0 | 400.0 | 0 | N.A. | | 8778 | 19.62 |

#See Special Notes - Page 8

# U.S. FIVE YEAR TREND INDICES BY CLASSIFICATION

## ART & ANTIQUES

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1991 | 302.9 | 232.3 | 988.2 | 204.1 |
| 1990 | 225.8 | 218.4 | 297.2 | 218.3 |
| 1989 | 114.5 | 115.2 | 107.6 | 113.6 |
| 1988 | 102.1 | 101.1 | 111.4 | 99.2 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

## AUTOMOTIVE

| | | | | |
|---|---|---|---|---|
| 1991 | 193.5 | 197.9 | 184.3 | 210.2 |
| 1990 | 180.0 | 174.4 | 191.8 | 209.3 |
| 1989 | 106.7 | 108.5 | 102.9 | 111.5 |
| 1988 | 104.7 | 107.1 | 99.9 | 107.0 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

## BOATING & YACHTING

| | | | | |
|---|---|---|---|---|
| 1991 | 484.1 | 517.9 | 382.8 | 539.4 |
| 1990 | 472.7 | 488.8 | 424.3 | 520.9 |
| 1989 | 103.8 | 107.5 | 92.5 | 114.8 |
| 1988 | 102.6 | 103.3 | 100.3 | 99.2 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

## BRIDES, BRIDAL

| | | | | |
|---|---|---|---|---|
| 1991 | 119.3 | 140.6 | 116.4 | 160.5 |
| 1990 | 117.7 | 90.2 | 121.4 | 120.5 |
| 1989 | 103.1 | 72.3 | 107.3 | 91.9 |
| 1988 | 104.7 | 82.7 | 107.7 | 83.6 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

## BUSINESS & FINANCE

| | | | | |
|---|---|---|---|---|
| 1991 | 122.2 | 121.3 | 135.3 | 110.3 |
| 1990 | 122.1 | 120.9 | 140.2 | 113.2 |
| 1989 | 106.7 | 106.8 | 105.4 | 99.2 |
| 1988 | 103.7 | 103.8 | 101.4 | 105.0 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

## CAMPERS, RV, MOBILE HOMES & TRAILERS

| | | | | |
|---|---|---|---|---|
| 1991 | 137.8 | 136.0 | 166.8 | 97.2 |
| 1990 | 139.7 | 137.2 | 178.2 | 73.6 |
| 1989 | 100.3 | 100.4 | 99.0 | 72.4 |
| 1988 | 99.8 | 99.8 | 100.0 | 68.1 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

## CAMPING & OUTDOOR RECREATION

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1991 | 117.3 | 113.2 | 133.5 | 164.5 |
| 1990 | 109.4 | 103.8 | 131.5 | 174.6 |
| 1989 | 101.7 | 97.2 | 119.2 | 139.0 |
| 1988 | 94.9 | 92.1 | 106.2 | 111.6 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

## COMPUTERS

| | | | | |
|---|---|---|---|---|
| 1991 | 861.5 | 916.4 | 728.3 | 1108.2 |
| 1990 | 735.7 | 796.9 | 587.1 | 1126.3 |
| 1989 | 109.2 | 109.4 | 108.9 | 153.1 |
| 1988 | 103.6 | 104.1 | 102.5 | 109.9 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

## CRAFTS, GAMES, HOBBIES & MODELS

| | | | | |
|---|---|---|---|---|
| 1991 | 337.6 | 299.0 | 410.4 | 333.8 |
| 1990 | 315.7 | 277.9 | 387.2 | 282.3 |
| 1989 | 87.0 | 85.5 | 89.7 | 82.0 |
| 1988 | 91.2 | 90.8 | 92.0 | 76.9 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

## ENTERTAINMENT & PERFORMING ARTS

| | | | | |
|---|---|---|---|---|
| 1991 | 165.1 | 170.7 | 154.2 | 119.5 |
| 1990 | 163.6 | 176.8 | 137.9 | 146.4 |
| 1989 | 151.5 | 154.2 | 146.3 | 114.6 |
| 1988 | 113.0 | 118.1 | 103.0 | 88.2 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

## EPICUREAN

| | | | | |
|---|---|---|---|---|
| 1991 | 144.6 | 129.1 | 310.2 | 129.9 |
| 1990 | 125.7 | 111.9 | 273.2 | 119.7 |
| 1989 | 103.6 | 103.8 | 101.2 | 109.2 |
| 1988 | 101.6 | 102.2 | 94.5 | 111.9 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

## FISHING & HUNTING

| | | | | |
|---|---|---|---|---|
| 1991 | 161.2 | 150.6 | 311.5 | 162.4 |
| 1990 | 162.0 | 154.3 | 270.9 | 149.2 |
| 1989 | 102.6 | 103.4 | 91.7 | 102.0 |
| 1988 | 100.9 | 101.2 | 96.3 | 105.4 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

See Pages 14-17 for Listing of Publications by Classification

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| **FITNESS** | | | | |
| 1991 | 110.6 | 131.0 | 106.0 | 132.1 |
| 1990 | 107.7 | 119.4 | 105.1 | 117.8 |
| 1989 | 106.8 | 117.2 | 104.4 | 104.6 |
| 1988 | 105.6 | 112.4 | 104.0 | 103.6 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |
| **FRATERNAL, PROFESSIONAL GROUPS, SERVICE CLUBS** | | | | |
| 1991 | 339.5 | 339.4 | .0 | 270.2 |
| 1990 | 312.4 | 312.3 | .0 | 235.3 |
| 1989 | 97.1 | 97.1 | .0 | 95.2 |
| 1988 | 98.5 | 98.5 | .0 | 98.2 |
| 1987 | 100.0 | 100.0 | .0 | 100.0 |
| **GARDENING (HOME)** | | | | |
| 1991 | 114.6 | 110.7 | 489.6 | 98.9 |
| 1990 | 106.8 | 105.4 | 240.7 | 89.0 |
| 1989 | 94.4 | 93.6 | 166.5 | 82.4 |
| 1988 | 95.6 | 95.4 | 113.7 | 91.4 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |
| **GENERAL EDITORIAL** | | | | |
| 1991 | 104.1 | 102.6 | 110.7 | 99.9 |
| 1990 | 106.0 | 104.1 | 114.0 | 101.2 |
| 1989 | 99.9 | 100.7 | 96.5 | 101.5 |
| 1988 | 99.8 | 100.2 | 98.1 | 98.8 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |
| **HEALTH** | | | | |
| 1991 | 151.1 | 146.3 | 209.7 | 158.0 |
| 1990 | 142.4 | 139.9 | 172.1 | 137.9 |
| 1989 | 122.6 | 119.0 | 165.5 | 105.7 |
| 1988 | 116.5 | 114.8 | 136.2 | 114.9 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |
| **HOME SERVICE & HOME** | | | | |
| 1991 | 112.7 | 114.2 | 102.7 | 104.9 |
| 1990 | 108.6 | 110.9 | 93.8 | 104.3 |
| 1989 | 104.5 | 105.3 | 100.0 | 99.3 |
| 1988 | 103.7 | 103.8 | 102.8 | 100.4 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| **HORSES, RIDING & BREEDING** | | | | |
| 1991 | 776.3 | 696.6 | 1683.9 | 846.0 |
| 1990 | 702.3 | 627.1 | 1558.6 | 817.5 |
| 1989 | 103.3 | 104.4 | 90.8 | 145.4 |
| 1988 | 103.3 | 104.4 | 90.8 | 135.9 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |
| **LITERARY, BOOK REVIEWS & WRITING TECHNIQUES** | | | | |
| 1991 | 101.4 | 98.6 | 124.7 | 94.3 |
| 1990 | 103.1 | 100.5 | 124.7 | 88.5 |
| 1989 | 114.2 | 114.9 | 107.8 | 106.5 |
| 1988 | 93.2 | 91.5 | 106.6 | 83.9 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |
| **MATURE MARKET** | | | | |
| 1991 | 138.6 | 138.6 | .0 | 102.0 |
| 1990 | 138.4 | 138.4 | .0 | 98.7 |
| 1989 | 127.0 | 127.0 | .0 | 98.6 |
| 1988 | 113.7 | 113.7 | .0 | 102.3 |
| 1987 | 100.0 | 100.0 | .0 | 100.0 |
| **MEN'S** | | | | |
| 1991 | 101.2 | 123.4 | 74.7 | 124.1 |
| 1990 | 92.8 | 110.6 | 71.7 | 112.1 |
| 1989 | 96.2 | 106.4 | 84.1 | 106.7 |
| 1988 | 96.4 | 106.3 | 84.7 | 109.3 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |
| **METROPOLITAN/REGIONAL/STATE** | | | | |
| 1991 | 674.9 | 732.3 | 360.5 | 452.7 |
| 1990 | 654.5 | 708.9 | 356.7 | 456.8 |
| 1989 | 97.4 | 97.9 | 94.6 | 123.3 |
| 1988 | 97.5 | 97.4 | 97.8 | 115.5 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |
| **MOTORCYCLE** | | | | |
| 1991 | 561.8 | 435.5 | 877.2 | 515.9 |
| 1990 | 519.1 | 419.5 | 767.8 | 491.2 |
| 1989 | 85.2 | 85.1 | 85.4 | 113.1 |
| 1988 | 96.7 | 97.8 | 94.0 | 101.6 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

See Pages 14-17 for Listing of Publications by Classification

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| **MUSIC** | | | | |
| 1991 | 333.6 | 319.4 | 374.5 | 266.6 |
| 1990 | 329.9 | 299.3 | 417.9 | 242.1 |
| 1989 | 107.2 | 110.7 | 97.2 | 88.1 |
| 1988 | 109.0 | 113.6 | 95.9 | 103.4 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |
| **NATURE & ECOLOGY** | | | | |
| 1991 | 453.3 | 449.3 | 628.9 | 441.3 |
| 1990 | 304.6 | 306.3 | 235.5 | 320.4 |
| 1989 | 122.5 | 122.9 | 106.6 | 126.6 |
| 1988 | 110.4 | 111.0 | 86.8 | 116.6 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |
| **NEWS-WEEKLIES** | | | | |
| 1991 | 100.2 | 104.7 | 90.1 | 97.1 |
| 1990 | 99.5 | 101.8 | 94.3 | 95.6 |
| 1989 | 98.1 | 101.2 | 91.3 | 95.4 |
| 1988 | 100.2 | 102.6 | 94.8 | 99.6 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |
| **PHOTOGRAPHY** | | | | |
| 1991 | 164.6 | 157.8 | 217.2 | 151.0 |
| 1990 | 176.3 | 171.5 | 213.8 | 169.0 |
| 1989 | 106.9 | 110.1 | 82.3 | 113.4 |
| 1988 | 97.6 | 98.9 | 87.3 | 98.3 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |
| **SCIENCE/TECHNOLOGY** | | | | |
| 1991 | 103.9 | 108.1 | 83.5 | 119.8 |
| 1990 | 106.2 | 108.4 | 95.1 | 127.9 |
| 1989 | 98.7 | 99.7 | 93.5 | 103.2 |
| 1988 | 98.3 | 98.4 | 97.8 | 107.8 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |
| **SPORTS** | | | | |
| 1991 | 148.4 | 139.9 | 191.7 | 128.7 |
| 1990 | 135.4 | 133.8 | 143.7 | 132.3 |
| 1989 | 110.5 | 112.7 | 99.4 | 111.5 |
| 1988 | 105.8 | 107.2 | 98.6 | 116.2 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| **TRAVEL** | | | | |
| 1991 | 272.5 | 272.2 | 324.3 | 244.6 |
| 1990 | 220.5 | 219.6 | 375.4 | 191.8 |
| 1989 | 115.2 | 115.0 | 156.8 | 108.4 |
| 1988 | 103.3 | 103.0 | 150.0 | 97.0 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |
| **TV & RADIO/COMMUNICATIONS & ELECTRONICS** | | | | |
| 1991 | 176.2 | 179.5 | 167.2 | 166.7 |
| 1990 | 173.6 | 178.8 | 159.1 | 151.8 |
| 1989 | 92.3 | 94.7 | 85.8 | 81.7 |
| 1988 | 96.8 | 98.4 | 92.5 | 96.0 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |
| **WOMEN'S** | | | | |
| 1991 | 111.1 | 122.1 | 96.5 | 126.8 |
| 1990 | 110.9 | 117.2 | 102.4 | 115.9 |
| 1989 | 99.1 | 106.5 | 89.2 | 96.9 |
| 1988 | 101.5 | 104.7 | 97.1 | 97.7 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |
| **WOMEN'S/MEN'S FASHIONS, BEAUTY & GROOMING** | | | | |
| 1991 | 95.9 | 153.0 | 67.8 | 153.9 |
| 1990 | 96.9 | 138.1 | 76.6 | 150.7 |
| 1989 | 98.6 | 119.9 | 88.1 | 127.3 |
| 1988 | 97.8 | 102.6 | 95.4 | 108.9 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |
| **YOUTH** | | | | |
| 1991 | 227.2 | 162.0 | .0 | 163.4 |
| 1990 | 249.6 | 162.5 | .0 | 164.9 |
| 1989 | 99.6 | 99.6 | .0 | 98.4 |
| 1988 | 102.5 | 102.5 | .0 | 100.9 |
| 1987 | 100.0 | 100.0 | .0 | 100.0 |

See Pages 14-17 for Listing of Publications by Classification

# CANADIAN MAGAZINES

**CANADIAN PUBLICATION SECTION:**


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**French Section-**


Individual Publication Data ..... 89-92

Five Year Trend Indices for Magazines by Classification ..... 93

# ALPHABETICAL LISTING OF CANADIAN PUBLICATIONS

| Publication | Section |
|---|---|
| L'Actualite | French |
| BC Outdoors | English |
| *Le Bel Age | French |
| Canadian Business | English |
| Canadian Gardening | English |
| *Canadian Geographic | English |
| *Canadian House & Home | English |
| Canadian Living | English |
| Canadian Workshop | English |
| Chatelaine | English |
| Chatelaine (French Language Edition) | French |
| City & Country Home | English |
| Clin D'Oeil | French |
| Coup de Pouce | French |
| *Crafts Plus | English |
| Croc | French |
| Decoration Chez-Soi | French |
| Eastern Woods & Waters | English |
| Elle Quebec | English |
| Equinox-The Magazine of Canadian Discovery | English |
| *L'Essentiel | French |
| Femme Plus | French |
| Filles D'Aujourd'Hui | French |
| Flare | English |
| Georgian Bay Today | English |
| *Guide Ressources | French |
| Harrowsmith Magazine | English |
| Hockey News | English |
| Les Idees de Ma Maison | French |
| *Inside Hockey | English |
| Le Lundi | French |
| Maclean's-Canada's Weekly Newsmagazine | English |
| The Newfoundland Herald | English |
| Ontario Out of Doors | English |
| Orah | English |
| Outdoor Canada | English |
| Pacific Yachting | English |
| Plans de Maisons du Quebec | French |
| Quebec Science | French |
| Quebec Yachting Voile & Moteur | French |
| The Reader's Digest Canadian English Edition | English |
| Renovation Bricolage | French |
| *Safarir | French |
| Sante | French |
| Select Homes & Food | English |
| Selection du Reader's Digest | French |
| Sentier Chasse-Peche | French |
| 7 Jours | French |
| *Ski Canada | English |
| Sun | English |
| Time-The Weekly Newsmagazine-In Canada | English |
| Toronto Life | English |
| Toronto Life Fashion | English |
| Travel a la Carte | English |
| TV Guide | English |
| TV Hebdo | French |
| *TV Hebdo - Teleromans | French |
| TV Plus | French |
| Western Sportsman | English |

NOTE: Advertising rates for Canadian Publications are taken from Canadian Advertising Rates and Data (Card) as of December 31, 1991.



*See Special Notes - Page 7

# CANADIAN PUBLICATIONS BY CLASSIFICATION

**Boating & Yachting**
English
Pacific Yachting
French
Quebec Yachting Voile & Moteur

**Business & Finance**
English
Canadian Business

**City Magazines**
English
Toronto Life

**Fishing & Hunting**
English
BC Outdoors
Eastern Woods & Waters
Ontario Out of Doors
Outdoor Canada
Western Sportsman
French
Sentier Chasse-Peche

**Gardening (Home)**
English
Canadian Gardening

**General Interest**
English
*Canadian Geographic
Equinox-The Magazine of Canadian Discovery
Georgian Bay Today
Harrowsmith Magazine
The Reader's Digest Canadian English Edition
Sun
French
L'Actualite
Croc
*Safarir
Selection du Reader's Digest

**Health**
French
*Guide Ressources Sante

**Homes**
English
*Canadian House & Home
Canadian Workshop
City & Country Home
Select Homes & Food
French
Decoration Chez-Soi
Les Idees de Ma Maison
Plans de Maisons du Quebec
Renovation Bricolage

**News**
English
Maclean's-Canada's Weekly Newsmagazine
Time-The Weekly Newsmagazine-In Canada
French
7 Jours

**Science & Technology**
French
Quebec Science

**Senior Citizens, The Mature Market**
French
*Le Bel Age

**Sports & Recreation**
English
Hockey News
*Inside Hockey
*Ski Canada

**Travel**
English
Travel a la Carte

**TV & Radio**
English
The Newfoundland Herald
TV Guide
French
TV Hebdo
*TV Hebdo - Teleromans
TV Plus

**Women's**
English
Canadian Living
Chatelaine
*Crafts Plus
Elle Quebec
Flare
Orah
Toronto Life Fashion
French
Chatelaine (French Language Edition)
Clin D'Oeil
Coup de Pouce
*L'Essentiel
Femme Plus
Filles D'Aujourd'Hui
Le Lundi

# INDIVIDUAL PUBLICATION LISTINGS BY CLASSIFICATION

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ENGLISH** | | | | | | | | | | | | | | | | | |
| **BOATING & YACHTING** | | | | | | | | | | | | | | | | | |
| **PACIFIC YACHTING** | | | | | | | | | | | | | | | | | |
| 1991 | 13.9 | 0.0 | 69.1 | 7.5 | 57.2 | 0.0 | 2.95 | 29.00 | 18.1 | 12 | .1 | N.C. | N.A. | 2226 | 160.14 | 3087 | 222.09 |
| 1990 | 14.6 | 0.0 | 71.9 | 7.8 | 57.9 | 0.0 | 2.95 | 29.00 | 18.1 | 12 | .2 | N.C. | N.A. | 2140 | 146.58 | 2968 | 203.29 |
| 1989 | 15.2 | 0.0 | 69.9 | 7.8 | 56.5 | 8.2 | 2.95 | 29.00 | 18.1 | 12 | .2 | N.C. | N.A. | 2140 | 140.79 | 2968 | 195.26 |
| 1988 | 16.0 | 0.0 | 69.3 | 8.0 | 53.1 | 18.4 | 2.75 | 27.00 | 18.2 | 12 | .3 | N.C. | N.A. | 2019 | 126.19 | 2800 | 175.00 |
| 1987 | 17.0 | 0.0 | 69.7 | 8.1 | 36.6 | 12.9 | 2.75 | 25.00 | 24.2 | 12 | .2 | N.C. | N.A. | 1700 | 100.00 | 2365 | 139.12 |
| **BUSINESS & FINANCE** | | | | | | | | | | | | | | | | | |
| **CANADIAN BUSINESS** | | | | | | | | | | | | | | | | | |
| 1991 | 84.0 | 0.0 | 92.6 | 86.7 | 13.1 | 1.9 | 3.00 | 25.00 | 100.0 | 12 | 6.0 | N.C. | N.A. | 7880 | 93.81 | 9850 | 117.26 |
| 1990 | 86.4 | 0.0 | 92.4 | 58.7 | 38.4 | 12.9 | 3.00 | 24.00 | 33.3 | 12 | 2.6 | N.C. | N.A. | 7880 | 91.20 | 9850 | 114.00 |
| 1989 | 86.9 | 0.0 | 92.2 | 58.7 | 37.0 | 21.0 | 3.00 | 24.00 | 33.3 | 12 | .0 | N.C. | N.A. | 7044 | 81.06 | 9086 | 104.56 |
| 1988 | 86.2 | 0.0 | 92.9 | 93.6 | 17.5 | 26.9 | 3.00 | 24.00 | 33.3 | 12 | 3.0 | N.C. | N.A. | 6583 | 76.37 | 8492 | 98.52 |
| 1987 | 85.2 | 0.0 | 89.9 | 76.5 | 26.8 | 35.6 | 3.95 | 28.00 | 40.9 | 12 | 9.0 | N.C. | N.A. | 6012 | 69.74 | 7755 | 89.97 |
| **CITY MAGAZINES** | | | | | | | | | | | | | | | | | |
| **TORONTO LIFE** | | | | | | | | | | | | | | | | | |
| 1991 | 92.2 | 0.0 | 86.9 | 63.1 | 12.2 | 53.2 | 2.50 | 24.00 | 46.7 | 18 | 7.6 | N.C. | N.A. | 5955 | 64.59 | 7935 | 86.06 |
| 1990 | 93.8 | 0.0 | 86.0 | 69.3 | 5.0 | 44.4 | 2.50 | 24.00 | 36.0 | 15 | 9.0 | N.C. | N.A. | 5955 | 63.49 | 7935 | 84.59 |
| 1989 | 96.2 | 0.0 | 86.8 | 67.0 | 32.7 | 40.2 | 2.50 | 24.00 | 54.3 | 21 | 4.2 | N.C. | N.A. | 5590 | 58.11 | 7450 | 77.44 |
| 1988 | 98.1 | 0.0 | 84.7 | 74.6 | 40.3 | 36.4 | 2.50 | 22.00 | 58.1 | 21 | 1.8 | N.C. | N.A. | 5245 | 53.47 | 6995 | 71.30 |
| 1987 | 97.8 | 0.0 | 82.6 | 79.5 | 53.8 | 44.3 | 2.50 | 22.00 | 53.7 | 19 | 6.0 | N.C. | N.A. | 4625 | 47.29 | 6182 | 63.21 |
| **FISHING & HUNTING** | | | | | | | | | | | | | | | | | |
| **BC OUTDOORS** | | | | | | | | | | | | | | | | | |
| 1991 | 38.7 | 0.0 | 82.0 | 19.4 | 39.8 | 0.0 | 2.95 | 22.10 | 7.0- | 7 | 1.1 | N.C. | N.A. | 2770 | 71.58 | 3345 | 86.43 |
| 1990 | 43.3 | 0.0 | 85.7 | 15.2 | 67.5 | 0.0 | 2.95 | 19.95 | 3.4 | 7 | .0 | N.C. | N.A. | 2562 | 59.17 | 3137 | 72.45 |
| 1989 | 38.7 | 0.0 | 82.6 | 25.4 | 27.7 | 5.3 | 2.95 | 19.95 | 3.4 | 7 | .0 | N.C. | N.A. | 2562 | 66.20 | 3137 | 81.06 |
| 1988 | 35.1 | 0.0 | 84.2 | 17.7 | 60.7 | 13.5 | 2.75 | 21.95 | 20.2 | 10 | .0 | N.C. | N.A. | 2228 | 63.48 | 2790 | 79.49 |
| 1987 | 40.2 | 0.0 | 87.0 | 27.5 | 48.4 | 6.4 | 2.50 | 21.95 | 12.2 | 10 | .0 | N.C. | N.A. | 2082 | 51.79 | 2525 | 62.81 |
| **EASTERN WOODS & WATERS** | | | | | | | | | | | | | | | | | |
| 1991 | 15.7 | 0.0 | 82.8 | 5.7 | 68.6 | 0.0 | 2.95 | 16.95 | 14.9- | 5 | 1.5 | N.C. | N.A. | 1300 | 82.80 | 1950 | 124.20 |
| 1990 | 17.4 | 0.0 | 83.8 | 8.2 | 48.3 | 0.0 | 2.95 | 16.95 | 4.2 | 6 | .6 | N.C. | N.A. | 1300 | 74.71 | 1950 | 112.07 |
| 1989 | 15.0 | 0.0 | 83.3 | 6.9 | 43.2 | 0.0 | 2.75 | 16.95 | 23.3- | 5 | .9 | N.C. | N.A. | 1300 | 86.67 | 1950 | 130.00 |
| 1988 | 16.6 | 0.0 | 73.9 | 10.0 | 52.1 | 0.0 | 2.75 | 16.95 | 23.0 | 8 | 1.2 | N.C. | N.A. | 1250 | 75.30 | 1875 | 112.95 |
| 1987 | 13.4 | 0.0 | 71.6 | 13.1 | 64.6 | 0.0 | 2.25 | 16.95 | 25.6- | 6 | 1.0 | N.C. | N.A. | 1250 | 93.28 | 1875 | 139.93 |



#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **FISHING & HUNTING (cont.)** | | | | | | | | | | | | | | | | | |
| **ONTARIO OUT OF DOORS** | | | | | | | | | | | | | | | | | |
| 1991 | 53.1 | 0.0 | 87.1 | 29.9 | 28.9 | 11.9 | 2.00 | 26.49 | 164.9- | 5 | 5.9 | N.C. | N.A. | 3326 | 62.64 | 3901 | 73.47 |
| 1990 | 57.4 | 0.0 | 88.5 | 41.2 | 29.8 | 11.8 | 2.75 | 24.95 | 9.3 | 10 | 3.9 | N.C. | N.A. | 3326 | 57.94 | 3901 | 67.96 |
| 1989 | 54.9 | 0.0 | 85.2 | 34.6 | 35.1 | 5.0 | 2.50 | 24.95 | 0.2 | 10 | 3.5 | N.C. | N.A. | 3080 | 56.10 | 3655 | 66.58 |
| 1988 | 57.6 | 0.0 | 83.2 | 32.7 | 56.5 | 10.3 | 2.50 | 23.95 | 4.2 | 10 | 3.4 | N.C. | N.A. | 2933 | 50.92 | 3485 | 60.50 |
| 1987 | 55.7 | 0.0 | 84.7 | 34.6 | 28.0 | 14.6 | 2.50 | 22.95 | 8.2 | 10 | 3.9 | N.C. | N.A. | 2794 | 50.16 | 3319 | 59.59 |
| **OUTDOOR CANADA** | | | | | | | | | | | | | | | | | |
| 1991 | 119.7 | 0.0 | 94.7 | 64.9 | 19.6 | 4.1 | 2.95 | 24.00 | 9.6 | 9 | 10.2 | N.C. | N.A. | 6840 | 57.14 | 7950 | 66.42 |
| 1990 | 133.3 | 0.0 | 93.8 | 72.2 | 20.8 | 5.0 | 2.95 | 24.00 | 9.6 | 9 | 10.4 | N.C. | N.A. | 6840 | 51.31 | 7950 | 59.64 |
| 1989 | 134.4 | 0.0 | 93.6 | 71.1 | 11.4 | 4.2 | 2.95 | 24.00 | 9.6 | 9 | 10.0 | N.C. | N.A. | 6450 | 47.99 | 7500 | 55.80 |
| 1988 | 137.0 | 0.0 | 93.0 | 100.3 | 16.6 | 5.2 | 2.95 | 22.00 | 17.1 | 9 | 12.4 | N.C. | N.A. | 6000 | 43.80 | 7000 | 51.09 |
| 1987# | 142.4 | 0.0 | 93.2 | 77.5 | 22.6 | 0.4 | 2.95 | 17.00 | 36.0 | 9 | 6.8 | N.C. | N.A. | 5800 | 40.73 | 6800 | 47.75 |
| **WESTERN SPORTSMAN** | | | | | | | | | | | | | | | | | |
| 1991 | 26.6 | 0.0 | 89.4 | 13.1 | 69.7 | 23.2 | 2.95 | 15.95 | 9.9 | 6 | .0 | N.C. | N.A. | 1631 | 61.32 | 2131 | 80.11 |
| 1990 | 28.1 | 0.0 | 88.9 | 14.2 | 85.9 | 4.7 | 2.95 | 15.95 | 9.9 | 6 | .0 | N.C. | N.A. | 1631 | 58.04 | 2131 | 75.84 |
| 1989 | 29.9 | 0.0 | 89.7 | 14.4 | 88.1 | 4.6 | 2.75 | 14.95 | 9.4 | 6 | .0 | N.C. | N.A. | 1430 | 47.83 | 1930 | 64.55 |
| 1988 | 30.5 | 0.0 | 89.5 | 14.8 | 88.0 | 0.0 | 2.50 | 12.95 | 13.7 | 6 | .0 | N.C. | N.A. | 1430 | 46.89 | 1930 | 63.28 |
| 1987 | 30.4 | 0.0 | 89.8 | 15.0 | 88.7 | 0.0 | 2.50 | 12.95 | 13.7 | 6 | .0 | N.C. | N.A. | 1365 | 44.90 | 1865 | 61.35 |
| **GARDENING (HOME)** | | | | | | | | | | | | | | | | | |
| **CANADIAN GARDENING** | | | | | | | | | | | | | | | | | |
| 1991 | 77.4 | 0.0 | 92.9 | 98.8 | 67.0 | 28.9 | 3.95 | 19.95 | 15.8 | 6 | .0 | N.C. | N.A. | 3965 | 51.23 | 4950 | 63.95 |
| **GENERAL INTEREST** | | | | | | | | | | | | | | | | | |
| **CANADIAN GEOGRAPHIC*** | | | | | | | | | | | | | | | | | |
| 1991 | 248.4 | 0.0 | 94.9 | 164.1 | 3.8 | 0.0 | 3.95 | 22.75 | 4.0 | 6 | 12.9 | N.C. | N.A. | 6885 | 27.72 | 9180 | 36.96 |
| 1990 | 254.7 | 0.0 | 94.9 | 202.4 | 5.0 | 0.0 | 3.95 | 22.75 | 4.0 | 6 | 10.9 | N.C. | N.A. | 5795 | 22.75 | 7725 | 30.33 |
| 1989 | 228.0 | 0.0 | 94.2 | 237.5 | 100.0 | 0.0 | 3.95 | 20.75 | 12.4 | 6 | 10.6 | N.C. | N.A. | 5795 | 25.42 | 7725 | 33.88 |
| **EQUINOX-THE MAGAZINE OF CANADIAN DISCOVERY** | | | | | | | | | | | | | | | | | |
| 1991 | 175.3 | 0.0 | 95.2 | 125.3 | 49.3 | 24.8 | 3.95 | 19.98 | 15.7 | 6 | .6 | N.C. | N.A. | 6945 | 39.62 | 9715 | 55.42 |
| 1990 | 176.7 | 0.0 | 94.0 | 152.6 | 53.9 | 22.9 | 3.95 | 19.98 | 15.7 | 6 | .5 | N.C. | N.A. | 6945 | 39.30 | 9715 | 54.98 |
| 1989 | 164.2 | 0.0 | 92.7 | 169.3 | 75.0 | 6.1 | 3.95 | 19.98 | 15.7 | 6 | 2.2 | N.C. | N.A. | 6315 | 38.46 | 8830 | 53.78 |
| 1988 | 162.2 | 0.0 | 92.2 | 147.6 | 77.6 | 0.2 | 3.95 | 18.00 | 24.1 | 6 | 2.7 | N.C. | N.A. | 6015 | 37.08 | 8410 | 51.85 |
| 1987 | 163.9 | 0.0 | 92.6 | 120.4 | 49.0 | 0.0 | 3.50 | 18.00 | 14.3 | 6 | 5.4 | 160.0 | 1 | 5730 | 34.96 | 8010 | 48.87 |
| **GEORGIAN BAY TODAY** | | | | | | | | | | | | | | | | | |
| 1991 | 3.5 | 0.0 | 15.0 | 0.0 | 65.2 | 0.0 | 1.00 | 12.00 | 500.0- | 2 | .0 | N.C. | N.A. | 725 | 207.14 | 1175 | 335.71 |

*See Special Notes - Page 7
#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **GENERAL INTEREST (cont.)** | | | | | | | | | | | | | | | | | |
| **HARROWSMITH MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 156.3 | 0.0 | 90.5 | 123.0 | 42.1 | 9.0 | 3.95 | 19.98 | 15.7 | 6 | .0 | N.C. | N.A. | 5520 | 35.32 | 7460 | 47.73 |
| 1990 | 158.5 | 0.0 | 89.1 | 138.5 | 46.7 | 9.1 | 3.50 | 19.98 | 4.9 | 6 | 1.9 | N.C. | N.A. | 5520 | 34.83 | 7460 | 47.07 |
| 1989 | 153.7 | 0.0 | 88.1 | 134.9 | 72.2 | 11.2 | 3.50 | 19.98 | 4.9 | 6 | 3.5 | N.C. | N.A. | 5255 | 34.19 | 7105 | 46.23 |
| 1988 | 156.5 | 0.0 | 89.1 | 149.7 | 85.7 | 0.2 | 3.50 | 16.00 | 23.8 | 6 | .0 | N.C. | N.A. | 4910 | 31.37 | 6640 | 42.43 |
| 1987 | 157.8 | 0.0 | 89.2 | 118.6 | 36.0 | 18.2 | 3.00 | 16.00 | 11.1 | 6 | 3.4 | 156.0 | 0 | 4675 | 29.63 | 6320 | 40.05 |
| **THE READER'S DIGEST CANADIAN ENGLISH EDITION** | | | | | | | | | | | | | | | | | |
| 1991 | 1236.0 | 0.0 | 94.0 | 1203.4 | 34.8 | 46.3 | 2.49 | 27.96 | 6.4 | 12 | 48.1 | N.C. | N.A. | 20545 | 16.62 | 25680 | 20.78 |
| 1990 | 1316.7 | 0.0 | 94.4 | 1123.7 | 40.6 | 34.7 | 2.49 | 25.96 | 13.1 | 12 | 38.7 | N.C. | N.A. | 20545 | 15.60 | 25680 | 19.50 |
| 1989 | 1342.4 | 0.0 | 94.6 | 1386.0 | 42.3 | 32.9 | 2.49 | 25.46 | 14.8 | 12 | 29.4 | N.C. | N.A. | 19565 | 14.57 | 24455 | 18.22 |
| 1988 | 1302.6 | 0.0 | 94.0 | 1135.7 | 40.5 | 47.3 | 2.25 | 23.46 | 13.1 | 12 | 38.7 | N.C. | N.A. | 18045 | 13.85 | 23295 | 17.88 |
| 1987 | 1317.7 | 0.0 | 93.8 | 1218.2 | 45.2 | 32.0 | 2.25 | 22.46 | 16.8 | 12 | 15.7 | N.C. | N.A. | 16525 | 12.54 | 21330 | 16.19 |
| **SUN** | | | | | | | | | | | | | | | | | |
| 1991 | 343.6 | 0.0 | 1.2 | 5.7 | 1.8 | 0.0 | 0.89 | 29.75 | 36.9 | 53 | .0 | N.C. | N.A. | N.A. | | N.A. | |
| 1990 | 400.1 | 0.0 | 1.0 | 5.2 | 3.9 | 0.0 | 0.75 | 22.00 | 43.6 | 52 | .0 | N.C. | N.A. | N.A. | | N.A. | |
| 1989 | 439.9 | 0.0 | 0.9 | 5.5 | 46.4 | 0.0 | 0.75 | 22.00 | 43.6 | 52 | .0 | N.C. | N.A. | N.A. | | N.A. | |
| 1988 | 434.0 | 0.0 | 0.9 | 5.7 | 12.8 | 11.3 | 0.75 | 22.00 | 43.6 | 52 | .0 | N.C. | N.A. | 11275 | 25.98 | 12400 | 28.57 |
| 1987 | 436.2 | 0.0 | 3.2 | 6.8 | 29.7 | 11.0 | 0.79 | 22.00 | 46.4 | 52 | .0 | N.C. | N.A | N.A. | | N.A. | |
| **HOMES** | | | | | | | | | | | | | | | | | |
| **CANADIAN HOUSE & HOME*** | | | | | | | | | | | | | | | | | |
| 1991 | 101.7 | 0.0 | 84.7 | 57.1 | 50.2 | 0.2 | 3.50 | 23.00 | 17.9 | 8 | 8.0 | N.C. | N.A. | 6960 | 68.44 | 8701 | 85.56 |
| 1990 | 106.2 | 0.0 | 85.3 | 75.5 | 40.9 | 0.0 | 3.25 | 23.00 | 76.9- | 4 | 10.2 | N.C. | N.A | 6445 | 60.69 | 8057 | 75.87 |
| 1989 | 108.2 | 0.0 | 85.7 | 96.6 | 34.7 | 0.0 | 2.95 | 20.00 | 69.5- | 4 | 7.3 | 100.0 | 0 | 5390 | 49.82 | 7460 | 68.95 |
| **CANADIAN WORKSHOP** | | | | | | | | | | | | | | | | | |
| 1991 | 118.6 | 0.0 | 97.8 | 122.6 | 55.7 | 30.6 | 2.95 | 23.95 | 32.3 | 12 | 8.6 | N.C. | N.A. | 4725 | 39.84 | 5995 | 50.55 |
| 1990 | 122.7 | 0.0 | 97.5 | 120.8 | 56.8 | 39.7 | 2.75 | 23.95 | 27.4 | 12 | 2.9 | N.C. | N.A. | 4615 | 37.61 | 5880 | 47.92 |
| 1989 | 119.5 | 0.0 | 96.9 | 143.2 | 48.3 | 35.8 | 2.75 | 23.95 | 27.4 | 12 | .0 | 112.0 | 2 | 4450 | 37.24 | 5600 | 46.86 |
| 1988 | 100.0 | 0.0 | 96.4 | 131.6 | 28.7 | 34.3 | 2.75 | 23.95 | 27.4 | 12 | .2 | 95.0 | 3 | 3855 | 38.55 | 4825 | 48.25 |
| 1987 | 86.0 | 0.0 | 95.5 | 85.7 | 24.9 | 14.1 | 2.50 | 21.95 | 26.8 | 12 | 1.4 | N.C. | N.A. | 3355 | 39.01 | 4195 | 48.78 |
| **CITY & COUNTRY HOME** | | | | | | | | | | | | | | | | | |
| 1991 | 71.5 | 0.0 | 94.3 | 53.8 | 36.6 | 20.5 | 4.00 | 20.00 | 50.0 | 10 | 7.6 | N.C. | N.A. | 5510 | 77.06 | 7215 | 100.91 |
| 1990 | 79.0 | 0.0 | 94.6 | 57.2 | 15.6 | 15.4 | 3.50 | 20.00 | 42.9 | 10 | 5.5 | N.C. | N.A. | 6480 | 82.03 | 8490 | 107.47 |
| 1989 | 81.9 | 0.0 | 94.3 | 58.8 | 1.3 | 0.0 | 3.50 | 22.50 | 35.7 | 10 | 1.8 | N.C. | N.A. | 6140 | 74.97 | 8045 | 98.23 |
| 1988 | 88.1 | 0.0 | 93.5 | 79.1 | 1.1 | 0.0 | 3.00 | 22.50 | 25.0 | 10 | .0 | N.C. | N.A. | 5490 | 62.32 | 7195 | 81.67 |
| 1987 | 87.2 | 0.0 | 93.1 | 92.9 | 1.7 | 6.7 | 2.50 | 22.50 | 10.0 | 10 | .9 | N.C. | N.A. | 5490 | 62.96 | 7195 | 82.51 |



*See Special Notes - Page 7
#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. In 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **HOMES (cont.)** | | | | | | | | | | | | | | | | | |
| **SELECT HOMES & FOOD** * | | | | | | | | | | | | | | | | | |
| 1991 | 144.7 | 0.0 | 93.8 | 130.2 | 50.0 | 5.5 | 2.95 | 16.95 | 28.2 | 8 | .0 | N.C. | N.A. | 7230 | 49.97 | 9045 | 62.51 |
| 1990 | 148.3 | 0.0 | 93.4 | 110.2 | 71.9 | 17.8 | 2.95 | 16.95 | 43.6- | 8 | .0 | N.C. | N.A. | 7160 | 48.28 | 8955 | 60.38 |
| 1989 | 130.8 | 0.0 | 94.4 | 91.2 | 49.7 | 7.9 | 2.95 | 16.95 | 28.2 | 8 | 4.5 | N.C. | N.A. | 6920 | 52.91 | 8650 | 66.13 |
| 1988 | 114.4 | 0.0 | 92.9 | 80.2 | 12.6 | 1.4 | 2.95 | 14.95 | 27.6 | 7 | 5.2 | N.C. | N.A. | 6290 | 54.98 | 7860 | 68.71 |
| 1987 | 122.4 | 0.0 | 93.0 | 91.7 | 73.5 | 1.8 | 2.50 | 15.00 | 25.0 | 8 | 14.0 | N.C. | N.A. | 5650 | 46.16 | 7060 | 57.68 |
| **NEWS** | | | | | | | | | | | | | | | | | |
| **MACLEAN'S-CANADA'S WEEKLY NEWSMAGAZINE** | | | | | | | | | | | | | | | | | |
| 1991 | 589.5 | 0.0 | 97.8 | 411.5 | 47.8 | 28.3 | 2.25 | 37.34 | 68.1 | 52 | 40.6 | N.C. | N.A. | 19820 | 33.62 | 25400 | 43.09 |
| 1990 | 599.8 | 0.0 | 97.8 | 421.9 | 53.3 | 33.9 | 2.25 | 52.00 | 56.4 | 53 | 32.6 | 600.0 | 12 | 19445 | 32.42 | 24900 | 41.51 |
| 1989 | 602.3 | 0.0 | 97.7 | 394.6 | 37.1 | 26.2 | 2.25 | 52.00 | 55.6 | 52 | 22.7 | 600.0 | 14 | 17920 | 29.75 | 22950 | 38.10 |
| 1988 | 620.3 | 0.0 | 97.6 | 444.9 | 27.3 | 38.6 | 2.00 | 45.50 | 56.3 | 52 | 7.9 | 615.0 | 3 | 16475 | 26.56 | 21675 | 34.94 |
| 1987 | 649.1 | 0.0 | 97.7 | 428.7 | 42.6 | 45.8 | 1.75 | 45.50 | 50.0 | 52 | 31.0 | 645.0 | 7 | 15240 | 23.48 | 20660 | 31.83 |
| **TIME-THE WEEKLY NEWSMAGAZINE- IN CANADA** | | | | | | | | | | | | | | | | | |
| 1991 | 355.1 | 0.0 | 93.1 | 426.0 | 44.7 | 72.0 | 2.95 | 69.16 | 54.9 | 52 | 7.8 | 350.0 | 4 | 13700 | 38.58 | 17500 | 49.28 |
| 1990 | 354.1 | 0.0 | 93.3 | 408.9 | 49.8 | 60.6 | 2.50 | 69.16 | 47.8 | 53 | 7.6 | 350.0 | 6 | 12984 | 36.67 | 16695 | 47.15 |
| 1989 | 352.1 | 0.0 | 93.1 | 430.2 | 43.3 | 58.3 | 2.50 | 69.16 | 46.8 | 52 | 5.5 | 335.0 | 0 | 10454 | 29.69 | 15387 | 43.70 |
| 1988 | 347.8 | 0.0 | 92.9 | 416.0 | 43.5 | 64.3 | 2.25 | 66.04 | 43.6 | 52 | 3.9 | 335.0 | 11 | 7590 | 21.82 | 11954 | 34.37 |
| 1987 | 340.2 | 0.0 | 92.6 | 350.5 | 55.9 | 61.1 | 2.25 | 62.00 | 47.0 | 52 | 13.3 | 335.0 | 19 | 7160 | 21.05 | 11277 | 33.15 |
| **SPORTS & RECREATION** | | | | | | | | | | | | | | | | | |
| **HOCKEY NEWS** | | | | | | | | | | | | | | | | | |
| 1991 | 98.0 | 0.0 | 75.1 | 78.5 | 59.7 | 9.9 | 2.75 | 49.95 | 56.8 | 42 | .2 | N.C. | N.A. | 2330 | 23.78 | 2930 | 29.90 |
| 1990 | 108.6 | 0.0 | 77.6 | 77.8 | 54.4 | 1.1 | 2.50 | 49.95 | 50.1 | 40 | .0 | N.C. | N.A. | 2175 | 20.03 | 2775 | 25.55 |
| 1989 | 114.6 | 0.0 | 75.8 | 75.1 | 65.9 | 0.0 | 2.25 | 39.95 | 56.7 | 41 | .0 | N.C. | N.A. | 1975 | 17.23 | 2575 | 22.47 |
| 1988 | 107.7 | 0.0 | 74.9 | 68.8 | 91.0 | 3.9 | 1.95 | 37.95 | 53.7 | 42 | .0 | N.C. | N.A. | 1750 | 16.25 | 2350 | 21.82 |
| 1987 | 110.4 | 0.0 | 75.6 | 73.7 | 94.0 | 12.0 | 1.75 | 29.95 | 57.2 | 40 | .0 | N.C. | N.A. | 1590 | 14.40 | 2190 | 19.84 |
| **INSIDE HOCKEY*** | | | | | | | | | | | | | | | | | |
| 1991 | 42.5 | 0.0 | 34.8 | 14.6 | 58.4 | 24.9 | 3.95 | 24.95 | 9.8 | 7 | .0 | N.C. | N.A. | 2732 | 64.28 | 3415 | 80.35 |
| 1990 | 50.0 | 0.0 | 47.2 | 17.1 | 40.2 | 0.1 | 3.95 | 24.95 | 9.8 | 7 | .0 | N.C. | N.A. | 2600 | 52.00 | 3250 | 65.00 |
| 1989 | 42.8 | 0.0 | 49.3 | 24.2 | 49.9 | 0.0 | 3.50 | 19.95 | 18.6 | 7 | .2 | N.C. | N.A. | 2200 | 51.40 | 2750 | 64.25 |
| 1988 | 34.5 | 0.0 | 40.4 | 10.6 | 80.3 | 0.0 | 3.50 | 19.95 | 14.0- | 5 | 1.4 | 33.3 | 1 | 1952 | 56.58 | 2440 | 70.72 |
| **SKI CANADA*** | | | | | | | | | | | | | | | | | |
| 1991 | 37.8 | 0.0 | 84.3 | 16.9 | 12.0 | 10.2 | 2.95 | 16.45 | 20.3 | 7 | 3.8 | N.C. | N.A. | 3840 | 101.59 | 4800 | 126.98 |
| 1990 | 46.0 | 0.0 | 82.1 | 19.8 | 4.6 | 0.0 | 2.95 | 16.45 | 20.3 | 7 | 4.2 | N.C. | N.A. | 3840 | 83.48 | 4800 | 104.35 |
| 1989 | 48.0 | 0.0 | 81.1 | 18.6 | 2.1 | 20.4 | 3.00 | 16.45 | 8.6 | 6 | 2.8 | N.C. | N.A. | 3730 | 77.71 | 4662 | 97.13 |
| 1988 | 49.0 | 0.0 | 80.2 | 23.0 | 22.5 | 19.8 | 3.00 | 17.50 | 2.8 | 6 | 2.2 | N.C. | N.A. | 3550 | 72.45 | 4440 | 90.61 |

*See Special Notes – Page 7
#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **TRAVEL** | | | | | | | | | | | | | | | | | |
| **TRAVEL A LA CARTE** | | | | | | | | | | | | | | | | | |
| 1991 | 136.3 | 0.0 | 100.0 | 161.3 | 0.0 | 0.0 | 2.50 | .00 | 100.0 | 6 | .0 | N.C. | N.A. | 5035 | 36.94 | 6940 | 50.92 |
| 1990 | 138.4 | 0.0 | 100.0 | 178.3 | 100.0 | 0.0 | 2.50 | 12.00 | 20.0 | 6 | .0 | N.C. | N.A. | 5035 | 36.38 | 6940 | 50.14 |
| 1989 | 118.0 | 0.0 | 100.0 | 163.7 | 100.0 | 16.1 | 2.50 | 12.00 | 20.0 | 6 | .0 | N.C. | N.A. | 5035 | 42.67 | 6940 | 58.81 |
| 1988 | 110.4 | 0.0 | 100.0 | 130.3 | 100.0 | 23.0 | 2.50 | 12.00 | 20.0 | 6 | .0 | N.C. | N.A. | 5035 | 45.61 | 6940 | 62.86 |
| 1987 | 105.4 | 0.0 | 100.0 | 131.3 | 99.8 | 29.1 | 2.50 | 12.00 | 4.0 | 5 | .0 | N.C. | N.A. | 4576 | 43.42 | 6310 | 59.87 |
| **TV & RADIO** | | | | | | | | | | | | | | | | | |
| **THE NEWFOUNDLAND HERALD** | | | | | | | | | | | | | | | | | |
| 1991 | 44.7 | 0.0 | 2.3 | 1.4 | 56.8 | 0.0 | 1.00 | 42.95 | 17.4 | 52 | .0 | N.C. | N.A. | 1019 | 22.80 | 1719 | 38.46 |
| 1990 | 43.9 | 0.0 | 2.7 | 1.6 | 70.8 | 0.0 | 1.00 | 39.00 | 25.0 | 52 | .0 | N.C. | N.A. | 989 | 22.53 | 1489 | 33.92 |
| 1989 | 42.2 | 0.0 | 3.6 | 2.2 | 55.5 | 0.0 | 1.00 | 39.00 | 25.0 | 52 | .0 | N.C. | N.A. | 989 | 23.44 | 1489 | 35.28 |
| 1988 | 41.4 | 0.0 | 3.2 | 2.3 | 59.2 | 0.0 | 1.00 | 39.00 | 26.4 | 53 | .0 | N.C. | N.A. | 940 | 22.71 | 1390 | 33.57 |
| 1987 | 39.3 | 0.0 | 2.5 | 1.3 | 100.0 | 0.0 | 1.00 | 41.00 | 21.2 | 52 | .0 | N.C. | N.A. | 890 | 22.65 | 1328 | 33.79 |
| **TV GUIDE** | | | | | | | | | | | | | | | | | |
| 1991 | 805.9 | 0.0 | 59.0 | 557.3 | 56.5 | 9.5 | 1.05 | 39.98 | 26.8 | 52 | 3.5 | N.C. | N.A. | 11905 | 14.77 | 17500 | 21.71 |
| 1990 | 821.9 | 0.0 | 57.6 | 581.2 | 66.9 | 9.1 | 1.05 | 39.98 | 26.8 | 52 | .0 | N.C. | N.A. | 11385 | 13.85 | 16665 | 20.28 |
| 1989 | 823.4 | 0.0 | 55.0 | 590.6 | 71.9 | 9.3 | 1.00 | 35.98 | 30.8 | 52 | .0 | N.C. | N.A. | 10845 | 13.17 | 15870 | 19.27 |
| 1988 | 810.3 | 0.0 | 52.4 | 478.3 | 32.5 | 10.7 | 1.00 | 35.98 | 32.1 | 53 | 1.4 | N.C. | N.A. | 10230 | 12.62 | 14970 | 18.47 |
| 1987 | 806.1 | 0.0 | 51.7 | 493.4 | 75.1 | 11.3 | 0.95 | 33.98 | 31.2 | 52 | 7.8 | N.C. | N.A. | 9720 | 12.06 | 14465 | 17.94 |
| **WOMEN'S** | | | | | | | | | | | | | | | | | |
| **CANADIAN LIVING** | | | | | | | | | | | | | | | | | |
| 1991 | 562.8 | 0.0 | 65.2 | 383.7 | 59.7 | 6.0 | 2.75 | 23.98 | 32.9 | 13 | .0 | N.C. | N.A. | 21255 | 37.77 | 18067 | 32.10 |
| 1990 | 568.5 | 0.0 | 65.0 | 389.9 | 71.1 | 5.9 | 2.50 | 23.98 | 26.2 | 13 | .0 | N.C. | N.A. | 19770 | 34.78 | 16804 | 29.56 |
| 1989 | 554.7 | 0.0 | 64.8 | 404.0 | 53.2 | 3.8 | 2.25 | 21.98 | 24.9 | 13 | .0 | N.C. | N.A. | 15345 | 27.66 | 18055 | 32.55 |
| 1988 | 546.3 | 0.0 | 63.3 | 378.7 | 49.5 | 3.3 | 2.25 | 21.98 | 24.9 | 13 | .0 | N.C. | N.A. | 14344 | 26.26 | 16875 | 30.89 |
| 1987 | 525.5 | 0.0 | 61.8 | 364.1 | 84.6 | 3.3 | 1.99 | 17.98 | 30.5 | 13 | .0 | N.C. | N.A. | 13280 | 25.27 | 15623 | 29.73 |
| **CHATELAINE** | | | | | | | | | | | | | | | | | |
| 1991 | 880.8 | 0.0 | 93.5 | 595.4 | 44.5 | 26.8 | 2.00 | 17.00 | 29.2 | 12 | 78.8 | N.C. | N.A. | 23945 | 27.19 | 29930 | 33.98 |
| 1990 | 934.7 | 0.0 | 93.4 | 604.6 | 41.2 | 28.0 | 2.00 | 17.00 | 29.2 | 12 | 68.8 | N.C. | N.A. | 23355 | 24.99 | 29930 | 32.02 |
| 1989 | 977.2 | 0.0 | 93.8 | 583.4 | 33.6 | 20.2 | 2.00 | 17.00 | 29.2 | 12 | 58.9 | 1000.0 | 12 | 22785 | 23.32 | 29200 | 29.88 |
| 1988 | 1006.2 | 0.0 | 93.2 | 622.7 | 22.3 | 19.6 | 2.00 | 15.00 | 37.5 | 12 | 35.2 | 1000.0 | 7 | 21395 | 21.26 | 27420 | 27.25 |
| 1987 | 1050.8 | 0.0 | 93.1 | 650.7 | 16.1 | 35.5 | 2.00 | 15.00 | 37.5 | 12 | 18.5 | 1025.0 | 7 | 19175 | 18.25 | 24580 | 23.39 |
| **CRAFTS PLUS*** | | | | | | | | | | | | | | | | | |
| 1991 | 82.4 | 0.0 | 96.9 | 84.3 | 28.4 | 20.3 | 2.50 | 16.95 | 15.3 | 8 | .0 | N.C. | N.A. | 2730 | 33.13 | 3570 | 43.33 |
| 1990 | 93.4 | 0.0 | 96.9 | 109.4 | 44.8 | 36.3 | 2.50 | 16.95 | 15.3 | 8 | .0 | N.C. | N.A. | 2730 | 29.23 | 3570 | 38.22 |
| 1989 | 106.4 | 0.0 | 96.5 | 116.2 | 64.2 | 41.4 | 2.50 | 16.95 | 15.3 | 8 | 2.5 | 120.0 | 8 | 2600 | 24.44 | 3400 | 31.95 |
| 1988 | 91.6 | 0.0 | 97.1 | 169.2 | 62.2 | 44.8 | 2.00 | 14.95 | 6.6 | 8 | .0 | 110.0 | 5 | 1900 | 20.74 | 2500 | 27.29 |



*See Special Notes - Page 7
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| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ELLE QUEBEC** | | | | | | | | | | | | | | | | | |
| 1991 | 62.0 | 0.0 | 33.4 | 9.3 | 0.0 | 45.0 | 3.25 | 24.00 | 38.5 | 12 | .6 | N.C. | N.A. | 5200 | 83.87 | 5670 | 91.45 |
| 1990 | 57.1 | 0.0 | 34.5 | 13.5 | 0.0 | 24.5 | 2.95 | 24.00 | 35.6- | 6 | .9 | N.C. | N.A. | 4950 | 86.69 | 5400 | 94.57 |
| **FLARE** | | | | | | | | | | | | | | | | | |
| 1991 | 201.1 | 0.0 | 91.1 | 92.4 | 60.4 | 45.4 | 2.50 | 15.00 | 50.0 | 12 | 14.5 | N.C. | N.A. | 8815 | 43.83 | 11800 | 58.68 |
| 1990 | 205.4 | 0.0 | 90.5 | 104.3 | 52.9 | 37.3 | 2.50 | 18.00 | 40.0 | 12 | 6.2 | N.C. | N.A. | 8815 | 42.92 | 11400 | 55.50 |
| 1989 | 206.7 | 0.0 | 89.7 | 82.5 | 34.2 | 24.2 | 2.50 | 18.00 | 40.0 | 12 | 7.3 | 210.0 | 10 | 8045 | 38.92 | 10770 | 52.10 |
| 1988 | 224.4 | 0.0 | 87.8 | 103.3 | 41.0 | 27.2 | 2.50 | 16.00 | 46.7 | 12 | 1.2 | 220.0 | 4 | 7455 | 33.22 | 9980 | 44.47 |
| 1987 | 224.6 | 0.0 | 86.6 | 120.3 | 37.7 | 25.4 | 2.25 | 16.00 | 40.7 | 12 | 7.2 | 220.0 | 2 | 6940 | 30.90 | 9290 | 41.36 |
| **ORAH** | | | | | | | | | | | | | | | | | |
| 1991 | 13.1 | 0.0 | 100.0 | 3.0 | | 0.0 | 0.00 | 4.80 | | 4 | .0 | N.C. | N.A. | 593 | 45.27 | N.A. | |
| 1990 | 13.2 | 0.0 | 100.0 | 3.8 | 100.0 | 0.0 | 0.00 | 2.05 | 0.0 | 3 | .0 | N.C. | N.A. | 593 | 44.92 | N.A. | |
| 1989 | 13.4 | 0.0 | 100.0 | 3.7 | 100.0 | 0.0 | 0.00 | 2.05 | 0.0 | 4 | .0 | N.C. | N.A. | 593 | 44.25 | N.A. | |
| 1988 | 13.7 | 0.0 | 100.0 | 4.5 | 100.0 | 0.0 | 0.00 | 2.05 | 0.0 | 3 | .0 | N.C. | N.A. | 593 | 43.28 | N.A. | |
| 1987 | 13.8 | 0.0 | 100.0 | 3.3 | 100.0 | 0.0 | 0.00 | 2.05 | 0.0 | 3 | .0 | N.C. | N.A. | 593 | 42.97 | N.A. | |
| **TORONTO LIFE FASHION** | | | | | | | | | | | | | | | | | |
| 1991 | 119.3 | 0.0 | 91.4 | 36.2 | 0.0 | 3.8 | 2.25 | 12.00 | 11.1 | 6 | 8.4 | N.C. | N.A. | 6625 | 55.53 | 8280 | 69.40 |
| 1990 | 122.6 | 0.0 | 91.4 | 27.7 | 2.4 | 2.2 | 2.25 | 12.00 | 23.8 | 7 | 12.2 | N.C. | N.A. | 6400 | 52.20 | 8000 | 65.25 |
| 1989 | 135.7 | 0.0 | 93.0 | 39.7 | 6.3 | 8.3 | 2.25 | 14.00 | 30.9 | 9 | 8.2 | N.C. | N.A. | 6400 | 47.16 | 8000 | 58.95 |
| 1988 | 141.0 | 0.0 | 90.3 | 54.4 | 15.1 | 0.3 | 2.25 | 12.00 | 40.7 | 9 | 5.0 | 150.0 | 8 | 5990 | 42.48 | 7490 | 53.12 |
| 1987 | 134.8 | 0.0 | 86.6 | 52.2 | 9.3 | 0.0 | 2.00 | 11.95 | 14.6 | 7 | 1.3 | N.C. | N.A. | 5990 | 44.44 | 7490 | 55.56 |

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# CANADIAN (ENGLISH) FIVE YEAR TREND INDICES BY CLASSIFICATION

## BOATING & YACHTING

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1991 | 81.8 | 81.1 | 82.7 | 92.6 |
| 1990 | 85.9 | 88.6 | 78.8 | 96.3 |
| 1989 | 89.4 | 89.7 | 88.5 | 96.3 |
| 1988 | 94.1 | 93.6 | 94.2 | 98.8 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

## BUSINESS & FINANCE

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1991 | 97.4 | 100.4 | 71.3 | 110.4 |
| 1990 | 100.2 | 103.0 | 75.9 | 74.8 |
| 1989 | 100.8 | 103.4 | 78.2 | 74.8 |
| 1988 | 100.0 | 103.3 | 70.1 | 119.2 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

## CITY MAGAZINES

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1991 | 94.3 | 99.2 | 71.2 | 79.4 |
| 1990 | 95.9 | 99.9 | 77.1 | 87.2 |
| 1989 | 98.4 | 103.4 | 74.7 | 84.3 |
| 1988 | 100.3 | 102.9 | 88.2 | 93.8 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

## FISHING & HUNTING

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1991 | 90.0 | 90.6 | 84.8 | 79.3 |
| 1990 | 99.1 | 100.3 | 89.1 | 90.0 |
| 1989 | 96.7 | 96.9 | 95.7 | 90.9 |
| 1988 | 98.1 | 97.1 | 106.6 | 104.7 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

## GENERAL INTEREST

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1991 | 104.2 | 110.9 | 84.9 | 110.8 |
| 1990 | 111.1 | 116.4 | 95.8 | 110.8 |
| 1989 | 112.2 | 115.2 | 103.5 | 132.0 |
| 1988 | 99.0 | 98.4 | 100.9 | 98.3 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

## HOMES

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1991 | 147.7 | 146.2 | 168.6 | 134.6 |
| 1990 | 154.3 | 152.8 | 176.8 | 134.6 |
| 1989 | 149.0 | 147.7 | 168.6 | 144.2 |
| 1988 | 102.3 | 102.3 | 94.1 | 107.6 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

## NEWS

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1991 | 95.5 | 95.6 | 93.5 | 107.5 |
| 1990 | 96.4 | 96.6 | 92.0 | 106.6 |
| 1989 | 96.5 | 96.5 | 95.0 | 105.9 |
| 1988 | 97.9 | 97.8 | 98.8 | 110.5 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

## SPORTS & RECREATION

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1991 | 161.5 | 144.1 | 215.6 | 149.3 |
| 1990 | 185.3 | 174.5 | 219.3 | 155.6 |
| 1989 | 186.1 | 176.0 | 217.5 | 160.0 |
| 1988 | 173.2 | 160.4 | 213.0 | 138.9 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

## TRAVEL

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1991 | 129.3 | 129.3 | .0 | 122.8 |
| 1990 | 131.3 | 131.3 | .0 | 135.8 |
| 1989 | 112.0 | 112.0 | .0 | 124.7 |
| 1988 | 104.7 | 104.7 | .0 | 99.2 |
| 1987 | 100.0 | 100.0 | .0 | 100.0 |

## TV & RADIO

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1991 | 100.6 | 114.1 | 87.5 | 112.9 |
| 1990 | 102.4 | 113.6 | 91.5 | 117.8 |
| 1989 | 102.4 | 108.8 | 96.1 | 119.8 |
| 1988 | 100.7 | 102.0 | 99.6 | 97.1 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

## WOMEN'S

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1991 | 98.6 | 98.1 | 101.2 | 101.2 |
| 1990 | 102.3 | 102.2 | 103.0 | 105.3 |
| 1989 | 102.3 | 104.6 | 90.4 | 103.3 |
| 1988 | 103.8 | 105.1 | 97.3 | 111.9 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

See Page 81 for Listing of Publications by Classification

# INDIVIDUAL PUBLICATION LISTINGS BY CLASSIFICATION

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **FRENCH** | | | | | | | | | | | | | | | | | |
| **BOATING & YACHTING** | | | | | | | | | | | | | | | | | |
| **QUEBEC YACHTING VOILE & MOTEUR** | | | | | | | | | | | | | | | | | |
| 1991 | 7.9 | 0.0 | 70.6 | 3.5 | 67.8 | 0.0 | 2.95 | 19.63 | 16.8 | 8 | .2 | N.C. | N.A. | 1665 | 210.76 | 2425 | 306.96 |
| 1990 | 7.9 | 0.0 | 71.8 | 3.6 | 66.6 | 0.0 | 2.95 | 19.50 | 17.4 | 8 | .2 | N.C. | N.A. | 1585 | 200.63 | 2305 | 291.77 |
| 1989 | 7.9 | 0.0 | 70.4 | 3.2 | 91.3 | 0.0 | 2.95 | 19.50 | 17.4 | 8 | .2 | N.C. | N.A. | 1510 | 191.14 | 2195 | 277.85 |
| 1988 | 8.0 | 0.0 | 70.5 | 3.4 | 98.8 | 32.1 | 2.95 | 19.50 | 17.4 | 8 | .2 | N.C. | N.A. | 1430 | 178.75 | 2080 | 260.00 |
| 1987 | 8.0 | 0.0 | 71.4 | 2.8 | 100.0 | 0.0 | 2.75 | 19.50 | 11.4 | 8 | .1 | N.C. | N.A. | 1350 | 168.75 | 1950 | 243.75 |
| **FISHING & HUNTING** | | | | | | | | | | | | | | | | | |
| **SENTIER CHASSE-PECHE** | | | | | | | | | | | | | | | | | |
| 1991 | 68.9 | 0.0 | 77.4 | 18.3 | 44.1 | 45.0 | 3.50 | 31.50 | 18.2 | 11 | 4.3 | N.C. | N.A. | 4355 | 63.21 | 5360 | 77.79 |
| 1990 | 75.9 | 0.0 | 77.4 | 25.7 | 41.8 | 53.2 | 3.50 | 31.50 | 18.2 | 11 | .0 | N.C. | N.A. | 4230 | 55.73 | 5205 | 68.58 |
| 1989 | 77.7 | 0.0 | 75.4 | 30.8 | 66.7 | 40.6 | 3.25 | 29.95 | 16.2 | 11 | .0 | N.C. | N.A. | 4030 | 51.87 | 4960 | 63.84 |
| 1988 | 73.1 | 0.0 | 74.0 | 29.1 | 99.9 | 54.3 | 3.00 | 28.25 | 14.4 | 11 | .0 | N.C. | N.A. | 3840 | 52.53 | 4725 | 64.64 |
| 1987 | 73.6 | 0.0 | 73.5 | 25.6 | 98.0 | 50.7 | 2.95 | 26.00 | 26.6 | 12 | .0 | N.C. | N.A. | 3655 | 49.66 | 4495 | 61.07 |
| **GENERAL INTEREST** | | | | | | | | | | | | | | | | | |
| **L'ACTUALITE** | | | | | | | | | | | | | | | | | |
| 1991 | 229.9 | 0.0 | 93.7 | 132.5 | 61.0 | 30.2 | 2.50 | 25.00 | 50.0 | 20 | 16.2 | N.C. | N.A. | 9165 | 39.87 | 11750 | 51.11 |
| 1990 | 242.4 | 0.0 | 93.0 | 145.8 | 42.9 | 31.3 | 2.50 | 25.00 | 50.0 | 20 | 4.8 | 240.0 | 1 | 8950 | 36.92 | 11475 | 47.34 |
| 1989 | 253.5 | 0.0 | 91.4 | 177.8 | 34.1 | 13.8 | 2.50 | 25.00 | 16.7 | 12 | 6.5 | 250.0 | 2 | 8385 | 33.08 | 10750 | 42.41 |
| 1988 | 262.9 | 0.0 | 91.9 | 151.4 | 27.5 | 30.3 | 2.50 | 15.00 | 50.0 | 12 | 9.3 | 260.0 | 2 | 7600 | 28.91 | 9995 | 38.02 |
| 1987 | 264.9 | 0.0 | 91.6 | 131.3 | 24.0 | 40.7 | 2.00 | 15.00 | 37.5 | 12 | 2.8 | 260.0 | 0 | 7005 | 26.44 | 9215 | 34.79 |
| **CROC** | | | | | | | | | | | | | | | | | |
| 1991 | 51.0 | 0.0 | 15.8 | 4.8 | 100.0 | 6.2 | 3.25 | 29.95 | 53.6 | 12 | .0 | N.C. | N.A. | 3245 | 63.63 | 3995 | 78.33 |
| 1990 | 64.8 | 0.0 | 17.8 | 8.3 | 100.0 | 36.3 | 3.25 | 26.95 | 30.9 | 12 | .0 | N.C. | N.A. | 3215 | 49.61 | 3825 | 59.03 |
| 1989 | 74.4 | 0.0 | 18.9 | 10.1 | 100.0 | 59.6 | 2.95 | 26.95 | 23.9 | 12 | .0 | N.C. | N.A. | 2970 | 41.53 | 3540 | 49.46 |
| 1988 | 79.6 | 0.0 | 20.4 | 15.1 | 100.0 | 83.8 | 2.95 | 26.95 | 23.9 | 12 | .0 | N.C. | N.A. | 2970 | 37.31 | 3540 | 44.47 |
| 1987 | 76.8 | 0.0 | 20.1 | 16.4 | 100.0 | 0.0 | 2.95 | 26.95 | 23.9 | 12 | .0 | N.C. | N.A. | 2750 | 35.81 | 3280 | 42.71 |
| **SAFARIR*** | | | | | | | | | | | | | | | | | |
| 1991 | 53.0 | 0.0 | 9.8 | 5.2 | 59.0 | 51.2 | 2.95 | 25.40 | 21.7 | 11 | .0 | N.C. | N.A. | 2500 | 47.17 | 2950 | 55.66 |
| 1990 | 61.7 | 0.0 | 5.9 | 4.0 | 100.0 | 33.5 | 2.95 | 26.50 | 79.7 | 5 | .0 | N.C. | N.A. | 2500 | 40.52 | 2950 | 47.81 |
| **SELECTION DU READER'S DIGEST** | | | | | | | | | | | | | | | | | |
| 1991 | 320.9 | 0.0 | 93.1 | 311.5 | 31.7 | 51.8 | 2.49 | 27.96 | 6.4 | 12 | 14.0 | N.C. | N.A. | 7460 | 23.25 | 9325 | 29.06 |
| 1990 | 328.7 | 0.0 | 93.1 | 307.3 | 31.0 | 47.8 | 2.49 | 25.96 | 13.1 | 12 | 4.3 | N.C. | N.A. | 7460 | 22.70 | 9325 | 28.37 |
| 1989 | 343.0 | 0.0 | 93.2 | 379.4 | 28.6 | 36.2 | 2.49 | 25.46 | 14.8 | 12 | 10.8 | N.C. | N.A. | 7105 | 20.71 | 8880 | 25.89 |
| 1988 | 349.2 | 0.0 | 93.3 | 329.8 | 29.7 | 61.4 | 2.25 | 23.46 | 13.1 | 12 | 18.3 | N.C. | N.A. | 6915 | 19.80 | 8455 | 24.21 |
| 1987 | 359.3 | 0.0 | 93.3 | 335.0 | 26.2 | 42.1 | 2.25 | 22.46 | 16.8 | 12 | 21.0 | N.C. | N.A. | 6330 | 17.62 | 7740 | 21.54 |

*See Special Notes - Page 7
#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **HEALTH** | | | | | | | | | | | | | | | | | |
| **GUIDE RESSOURCES*** | | | | | | | | | | | | | | | | | |
| 1991 | 22.5 | 0.0 | 57.2 | 10.6 | 74.8 | 37.8 | 3.45 | 29.95 | 100.0 | 8 | .0 | N.C. | N.A. | 2400 | 106.67 | 2750 | 122.22 |
| 1990 | 26.9 | 0.0 | 51.0 | 10.6 | 100.0 | 49.9 | 3.25 | 17.00 | 12.8 | 6 | .0 | N.C. | N.A. | 2000 | 74.35 | 2400 | 89.22 |
| 1989 | 21.6 | 0.0 | 51.5 | 9.5 | 97.3 | 0.0 | 3.25 | 15.00 | 23.1 | 6 | .0 | N.C. | N.A. | 2000 | 92.59 | 2400 | 111.11 |
| **SANTE** | | | | | | | | | | | | | | | | | |
| 1991 | 31.7 | 0.0 | 57.1 | 20.3 | 87.8 | 41.7 | 2.95 | 19.50 | 33.9 | 10 | .5 | N.C. | N.A. | 2200 | 69.40 | 2800 | 88.33 |
| 1990 | 28.6 | 0.0 | 49.8 | 13.8 | 97.8 | 0.0 | 2.95 | 19.50 | 33.9 | 10 | .5 | N.C. | N.A. | 2110 | 73.78 | 2595 | 90.73 |
| 1989 | 31.2 | 0.0 | 46.8 | 13.6 | 65.8 | 0.0 | 2.95 | 19.50 | 33.9 | 10 | .5 | N.C. | N.A. | 1970 | 63.14 | 2425 | 77.72 |
| 1988 | 30.1 | 0.0 | 47.4 | 13.3 | 4.3 | 31.1 | 2.95 | 22.95 | 22.2 | 10 | .0 | N.C. | N.A. | 2325 | 77.24 | 2800 | 93.02 |
| 1987 | 29.3 | 0.0 | 36.0 | 11.2 | 12.1 | 16.3 | 2.95 | 22.95 | 29.3 | 11 | .0 | N.C. | N.A. | 1970 | 67.24 | 2425 | 82.76 |
| **HOMES** | | | | | | | | | | | | | | | | | |
| **DECORATION CHEZ-SOI** | | | | | | | | | | | | | | | | | |
| 1991 | 56.7 | 0.0 | 53.1 | 20.1 | 0.1 | 27.7 | 2.95 | 22.00 | 100.0 | 10 | .0 | N.C. | N.A. | 3350 | 59.08 | 3350 | 59.08 |
| 1990 | 59.2 | 0.0 | 50.6 | 19.6 | 0.5 | 40.7 | 2.95 | 22.00 | 25.4 | 10 | .6 | N.C. | N.A. | 4500 | 76.01 | 4500 | 76.01 |
| 1989 | 60.8 | 0.0 | 42.8 | 20.9 | 8.0 | 19.6 | 2.95 | 18.33 | 37.9 | 10 | .2 | N.C. | N.A. | N.A. | | 4280 | 70.39 |
| 1988 | 62.7 | 0.0 | 40.3 | 22.5 | 12.2 | 25.5 | 2.95 | 25.95 | 20.0 | 11 | .0 | N.C. | N.A. | N.A. | | 3885 | 61.96 |
| 1987 | 65.0 | 0.0 | 34.7 | 18.2 | 26.1 | 31.6 | 2.95 | 25.95 | 20.0 | 11 | .0 | N.C. | N.A. | N.A. | | 3700 | 56.92 |
| **LES IDEES DE MA MAISON** | | | | | | | | | | | | | | | | | |
| 1991 | 61.0 | 0.0 | 56.1 | 20.4 | 0.0 | 31.1 | 2.95 | 18.75 | 36.4 | 10 | .0 | N.C. | N.A. | 4720 | 77.38 | 4720 | 77.38 |
| 1990 | 70.9 | 0.0 | 54.6 | 32.0 | 0.4 | 28.6 | 2.95 | 22.00 | 25.4 | 10 | .6 | N.C. | N.A. | 4720 | 66.57 | 4720 | 66.57 |
| 1989 | 71.1 | 0.0 | 48.8 | 31.1 | 14.2 | 7.4 | 2.95 | 18.33 | 43.5 | 11 | .3 | N.C. | N.A. | N.A. | | 4490 | 63.15 |
| 1988 | 86.7 | 0.0 | 43.7 | 25.0 | 7.8 | 7.9 | 2.95 | 24.00 | 18.6 | 10 | .0 | N.C. | N.A. | N.A. | | 4285 | 49.42 |
| 1987 | 92.7 | 0.0 | 42.1 | 25.8 | 11.1 | 17.9 | 2.95 | 24.00 | 18.6 | 10 | .0 | N.C. | N.A. | N.A. | | 3950 | 42.61 |
| **PLANS DE MAISONS DU QUEBEC** | | | | | | | | | | | | | | | | | |
| 1991 | 22.9 | 0.0 | 27.1 | 3.1 | 32.6 | 69.6 | 3.95 | 10.00 | 100.0 | 4 | .0 | N.C. | N.A. | 2320 | 101.31 | 2820 | 123.14 |
| 1990 | 27.6 | 0.0 | 22.2 | 4.5 | 11.0 | 64.1 | 3.95 | 10.00 | 36.7 | 4 | .0 | N.C. | N.A. | 2320 | 84.06 | 2820 | 102.17 |
| 1989 | 34.7 | 0.0 | 21.0 | 4.4 | 40.8 | 13.5 | 3.95 | 8.00 | 49.4 | 4 | .0 | N.C. | N.A. | 2180 | 62.82 | 2680 | 77.23 |
| 1988 | 29.6 | 0.0 | 26.1 | 5.4 | 23.5 | 60.3 | 3.95 | 12.95 | 18.0 | 4 | .0 | N.C. | N.A. | 1675 | 56.59 | 2310 | 78.04 |
| 1987 | 28.9 | 0.0 | 23.3 | 5.1 | 71.1 | 0.0 | 3.95 | 12.95 | 18.0 | 4 | .0 | N.C. | N.A. | 1595 | 55.19 | 2200 | 76.12 |
| **RENOVATION BRICOLAGE** | | | | | | | | | | | | | | | | | |
| 1991 | 41.3 | 0.0 | 78.2 | 17.6 | 0.4 | 35.0 | 2.95 | 22.00 | 25.4 | 10 | .0 | N.C. | N.A. | 3490 | 84.50 | 3990 | 96.61 |
| 1990 | 41.5 | 0.0 | 76.2 | 24.9 | 0.6 | 50.4 | 2.95 | 18.33 | 37.9 | 10 | .2 | N.C. | N.A. | 3300 | 79.52 | 3800 | 91.57 |
| 1989 | 36.1 | 0.0 | 69.8 | 25.2 | 24.8 | 21.6 | 2.95 | 18.72 | 42.3 | 11 | .1 | N.C. | N.A. | 3120 | 86.43 | 3620 | 100.28 |
| 1988 | 37.4 | 0.0 | 69.1 | 23.0 | 5.5 | 69.9 | 2.95 | 27.95 | 13.9 | 11 | .0 | N.C. | N.A. | 2805 | 75.00 | 3285 | 87.83 |
| 1987 | 36.8 | 0.0 | 72.1 | 22.9 | 26.1 | 19.8 | 2.95 | 27.95 | 21.0 | 12 | .0 | N.C. | N.A. | 2670 | 72.55 | 3125 | 84.92 |

*See Special Notes - Page 7
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| Year End. 12-31 | Ave. Paid Circ. | % Circ. In 48 States | % Sub. | Total Subs. Sold | % at Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NEWS** | | | | | | | | | | | | | | | | | |
| **7 JOURS** | | | | | | | | | | | | | | | | | |
| 1991 | 123.8 | 0.0 | 0.3 | 0.6 | 100.0 | 0.0 | 2.35 | 122.20 | 0.0 | 52 | .0 | N.C. | N.A. | N.A. | | 6675 | 53.92 |
| **SCIENCE & TECHNOLOGY** | | | | | | | | | | | | | | | | | |
| **QUEBEC SCIENCE** | | | | | | | | | | | | | | | | | |
| 1991 | 14.2 | 0.0 | 79.1 | 8.3 | 77.6 | 18.8 | 3.25 | 28.00 | 13.8 | 10 | .0 | N.C. | N.A. | 1600 | 112.68 | 2125 | 149.65 |
| 1990 | 15.5 | 0.0 | 77.9 | 8.7 | 98.5 | 26.0 | 3.25 | 28.00 | 13.8 | 10 | .0 | N.C. | N.A. | 1600 | 103.23 | 2125 | 137.10 |
| 1989 | 17.6 | 0.0 | 79.7 | 8.2 | 98.3 | 0.0 | 3.25 | 28.00 | 21.7 | 11 | .0 | N.C. | N.A. | 1600 | 90.91 | 2125 | 120.74 |
| 1988 | 19.4 | 0.0 | 78.7 | 11.2 | 97.8 | 0.0 | 3.25 | 28.00 | 21.7 | 11 | .5 | N.C. | N.A. | 1600 | 82.47 | 2125 | 109.54 |
| 1987 | 20.1 | 0.0 | 77.3 | 9.5 | 99.7 | 0.0 | 2.95 | 25.00 | 23.0 | 11 | .4 | N.C. | N.A. | 1600 | 79.60 | 2125 | 105.72 |
| **SENIOR CITIZENS, THE MATURE MARKET** | | | | | | | | | | | | | | | | | |
| **LE BEL AGE*** | | | | | | | | | | | | | | | | | |
| 1991 | 80.2 | 0.0 | 86.8 | 71.9 | 90.3 | 55.4 | 2.95 | 19.25 | 34.7 | 10 | .8 | N.C. | N.A. | 3030 | 37.78 | 3630 | 45.26 |
| 1990 | 57.4 | 0.0 | 79.1 | 50.3 | 97.3 | 58.8 | 2.75 | 19.25 | 30.0 | 10 | 1.1 | N.C. | N.A. | 2700 | 47.04 | 3300 | 57.49 |
| 1989 | 46.7 | 0.0 | 72.3 | 30.8 | 84.9 | 12.4 | 2.25 | 18.00 | 20.0 | 10 | .9 | N.C. | N.A. | 2300 | 49.25 | 2900 | 62.10 |
| **TV & RADIO** | | | | | | | | | | | | | | | | | |
| **TV HEBDO** | | | | | | | | | | | | | | | | | |
| 1991 | 287.2 | 0.0 | 28.6 | 40.0 | 0.0 | 0.0 | 1.30 | 59.80 | 11.5 | 52 | .0 | 303.8 | 39 | 4972 | 17.31 | 6215 | 21.64 |
| 1990 | 300.4 | 0.0 | 28.6 | 53.7 | 0.1 | 5.4 | 1.25 | 53.18 | 18.2 | 52 | .0 | 289.1 | 15 | 4972 | 16.55 | 6215 | 20.69 |
| 1989 | 322.3 | 0.0 | 28.5 | 99.1 | 1.1 | 0.3 | 1.10 | 53.18 | 7.0 | 52 | .0 | 289.1 | 9 | 4736 | 14.69 | 5920 | 18.37 |
| 1988# | 301.8 | 0.0 | 18.7 | 77.3 | 0.0 | 0.0 | 1.10 | 46.80 | 18.2 | 52 | .0 | 289.1 | 12 | 4384 | 14.53 | 5480 | 18.16 |
| 1987 | 274.1 | 0.0 | 18.0 | 46.2 | 0.5 | 0.0 | 0.95 | 39.78 | 19.5 | 52 | .0 | 272.4 | 8 | 4116 | 15.02 | 5145 | 18.77 |
| **TV HEBDO - TELEROMANS*** | | | | | | | | | | | | | | | | | |
| 1991 | 65.9 | 0.0 | 3.9 | 2.2 | 0.1 | 0.0 | 2.95 | 9.99 | 15.3 | 4 | .0 | N.C. | N.A. | 2312 | 35.08 | 2890 | 43.85 |
| 1990 | 68.9 | 0.0 | 3.3 | 1.9 | 0.2 | 0.0 | 2.95 | 9.99 | 15.3 | 4 | .0 | N.C. | N.A. | 2312 | 33.56 | 2890 | 41.94 |
| 1989 | 67.3 | 0.0 | 2.4 | 1.5 | 36.6 | 0.0 | 2.75 | 9.99 | 9.2 | 4 | .0 | N.C. | N.A. | 2312 | 34.35 | 2890 | 42.94 |
| **TV PLUS** | | | | | | | | | | | | | | | | | |
| 1991 | 15.1 | 0.0 | 2.0 | 0.4 | 2.4 | 0.0 | 1.10 | 49.60 | 13.3 | 52 | .0 | N.C. | N.A. | 340 | 22.52 | N.A. | |
| 1990 | 16.4 | 0.0 | 1.5 | 0.3 | 80.5 | 0.0 | 1.10 | 42.90 | 25.0 | 52 | .0 | N.C. | N.A. | 325 | 19.82 | N.A. | |
| 1989 | 16.6 | 0.0 | 1.2 | 0.2 | 46.3 | 0.0 | 1.00 | 37.44 | 28.0 | 52 | .0 | N.C. | N.A. | 310 | 18.67 | N.A. | |
| 1988 | 19.7 | 0.0 | 1.1 | 0.2 | 54.3 | 0.0 | 0.90 | 37.44 | 23.0 | 54 | .0 | N.C. | N.A. | 300 | 15.23 | N.A. | |
| 1987 | 21.6 | 0.0 | 0.9 | 0.2 | 15.6 | 0.0 | 0.85 | 37.44 | 15.3 | 52 | .0 | N.C. | N.A. | 280 | 12.96 | N.A. | |

*See Special Notes - Page 7
#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **WOMEN'S** | | | | | | | | | | | | | | | | | |
| **CHATELAINE (FRENCH LANGUAGE EDITION)** | | | | | | | | | | | | | | | | | |
| 1991 | 196.9 | 0.0 | 90.9 | 86.9 | 62.3 | 34.4 | 2.50 | 17.00 | 43.3 | 12 | 14.0 | N.C. | N.A. | 7825 | 39.74 | 9780 | 49.67 |
| 1990 | 221.8 | 0.0 | 92.4 | 113.8 | 51.8 | 31.6 | 2.25 | 17.00 | 37.0 | 12 | 13.4 | N.C. | N.A. | 7610 | 34.31 | 9780 | 44.09 |
| 1989 | 245.5 | 0.0 | 93.0 | 149.4 | 43.7 | 28.4 | 2.25 | 17.00 | 37.0 | 12 | 17.6 | 250.0 | 10 | 7425 | 30.24 | 9540 | 38.86 |
| 1988 | 265.8 | 0.0 | 93.1 | 135.9 | 34.9 | 42.2 | 2.00 | 15.00 | 37.5 | 12 | 16.4 | 260.0 | 5 | 7210 | 27.13 | 9260 | 34.84 |
| 1987 | 283.0 | 0.0 | 92.9 | 149.0 | 19.7 | 48.0 | 2.00 | 15.00 | 37.5 | 12 | 9.2 | 275.0 | 6 | 6560 | 23.18 | 8420 | 29.75 |
| **CLIN D'OEIL** | | | | | | | | | | | | | | | | | |
| 1991 | 61.7 | 0.0 | 39.5 | 16.0 | 0.2 | 25.9 | 2.95 | 22.00 | 100.0 | 12 | .6 | N.C. | N.A. | 5470 | 88.65 | 5970 | 96.76 |
| 1990 | 62.8 | 0.0 | 36.2 | 17.3 | 0.5 | 47.3 | 2.95 | 22.00 | 37.9 | 12 | .5 | N.C. | N.A. | 5180 | 82.48 | 5680 | 90.45 |
| 1989 | 66.3 | 0.0 | 26.1 | 14.1 | 14.5 | 0.0 | 2.95 | 22.00 | 37.9 | 12 | .1 | N.C. | N.A. | 4100 | 61.84 | 4520 | 68.17 |
| 1988 | 73.6 | 0.0 | 22.6 | 18.0 | 4.8 | 33.8 | 2.95 | 27.95 | 21.0 | 12 | .0 | N.C. | N.A. | 4100 | 55.71 | 4520 | 61.41 |
| 1987 | 71.3 | 0.0 | 16.4 | 10.0 | 8.8 | 17.3 | 2.95 | 27.95 | 21.0 | 12 | .0 | N.C. | N.A. | 3905 | 54.77 | 4305 | 60.38 |
| **COUP DE POUCE** | | | | | | | | | | | | | | | | | |
| 1991 | 142.5 | 0.0 | 51.7 | 30.9 | 10.1 | 51.8 | 2.75 | 19.50 | 45.5 | 13 | 3.5 | 146.8 | 10 | 6137 | 43.07 | 7220 | 50.67 |
| 1990 | 145.8 | 0.0 | 53.1 | 36.5 | 28.1 | 41.4 | 2.75 | 19.50 | 45.5 | 13 | 3.7 | N.C. | N.A. | 5844 | 40.08 | 6875 | 47.15 |
| 1989 | 142.0 | 0.0 | 50.9 | 50.1 | 84.8 | 6.6 | 2.50 | 19.50 | 40.0 | 13 | 2.6 | N.C. | N.A. | 5512 | 38.82 | 6485 | 45.67 |
| 1988 | 135.0 | 0.0 | 42.8 | 46.7 | 56.6 | 0.0 | 2.50 | 19.50 | 40.0 | 13 | 4.3 | N.C. | N.A. | 5202 | 38.53 | 6120 | 45.33 |
| 1987 | 141.2 | 0.0 | 45.5 | 52.5 | 0.6 | 0.0 | 2.25 | 26.33 | 10.0 | 13 | 5.0 | N.C. | N.A. | 5000 | 35.41 | 5885 | 41.68 |
| **L'ESSENTIEL*** | | | | | | | | | | | | | | | | | |
| 1991 | 89.8 | 0.0 | 45.8 | 37.9 | 1.3 | 28.9 | 2.75 | 22.00 | 33.3 | 12 | .0 | N.C. | N.A. | 5170 | 57.57 | 5670 | 63.14 |
| 1990 | 106.4 | 0.0 | 39.3 | 35.6 | 0.6 | 50.4 | 2.75 | 22.00 | 33.3 | 12 | .8 | N.C. | N.A. | 4950 | 46.52 | 5450 | 51.22 |
| 1989 | 115.5 | 0.0 | 25.4 | 41.3 | 43.3 | 40.2 | 2.50 | 22.00 | 26.7 | 12 | .4 | N.C. | N.A. | 4450 | 38.53 | 4950 | 42.86 |
| **FEMME PLUS** | | | | | | | | | | | | | | | | | |
| 1991 | 77.5 | 0.0 | 39.9 | 21.7 | 0.5 | 39.8 | 2.75 | 22.50 | 31.8 | 12 | .0 | N.C. | N.A. | 3880 | 50.06 | 4380 | 56.52 |
| 1990 | 79.3 | 0.0 | 41.1 | 20.4 | 18.7 | 77.4 | 2.75 | 22.00 | 100.0 | 12 | 1.3 | N.C. | N.A. | 3880 | 48.93 | 4380 | 55.23 |
| 1989 | 81.4 | 0.0 | 38.2 | 28.7 | 66.0 | 65.5 | 2.50 | 22.46 | 25.1 | 12 | 3.4 | N.C. | N.A. | 3120 | 38.33 | 4165 | 51.17 |
| 1988 | 68.2 | 0.0 | 24.8 | 49.5 | 36.9 | 39.0 | 2.50 | 24.00 | 20.0 | 12 | .9 | N.C. | N.A. | 3120 | 45.75 | 4165 | 61.07 |
| **FILLES D'AUJOURD'HUI** | | | | | | | | | | | | | | | | | |
| 1991 | 59.1 | 0.0 | 41.7 | 22.4 | 7.3 | 42.0 | 2.50 | 18.00 | 40.0 | 12 | .0 | N.C. | N.A. | 2980 | 50.42 | 3480 | 58.88 |
| 1990 | 62.4 | 0.0 | 41.7 | 27.3 | 18.6 | 41.9 | 2.50 | 18.00 | 40.0 | 12 | .0 | N.C. | N.A. | 2400 | 38.46 | 2900 | 46.47 |
| 1989 | 52.1 | 0.0 | 38.8 | 28.4 | 39.4 | 22.8 | 2.50 | 18.00 | 40.0 | 12 | .1 | N.C. | N.A. | 1665 | 31.96 | 2135 | 40.98 |
| 1988 | 39.7 | 0.0 | 32.8 | 15.6 | 26.2 | 22.4 | 2.50 | 25.00 | 16.7 | 12 | .0 | N.C. | N.A. | 1665 | 41.94 | 2135 | 53.78 |
| 1987 | 33.2 | 0.0 | 39.3 | 8.1 | 38.8 | 38.8 | 2.50 | 25.00 | 16.7 | 12 | .0 | N.C. | N.A. | 1250 | 37.65 | 1650 | 49.70 |
| **LE LUNDI** | | | | | | | | | | | | | | | | | |
| 1991 | 84.2 | 0.0 | 42.1 | 62.0 | 7.6 | 63.4 | 2.25 | 69.00 | 41.0 | 52 | 1.0 | N.C. | N.A. | 4470 | 53.09 | 5270 | 62.59 |
| 1990 | 105.4 | 0.0 | 34.6 | 56.0 | 16.3 | 34.7 | 2.25 | 69.00 | 41.0 | 52 | .4 | N.C. | N.A. | 4220 | 40.04 | 4720 | 44.78 |
| 1989 | 106.6 | 0.0 | 30.4 | 56.1 | 70.1 | 51.0 | 1.99 | 69.00 | 34.6 | 53 | .6 | N.C. | N.A. | 4220 | 39.59 | 4720 | 44.28 |
| 1988 | 105.2 | 0.0 | 27.0 | 52.0 | 83.6 | 74.6 | 1.89 | 69.00 | 29.8 | 52 | .6 | N.C. | N.A. | 3300 | 31.37 | 4405 | 41.87 |
| 1987 | 101.6 | 0.0 | 21.1 | 42.6 | 99.8 | 54.8 | 1.79 | 65.00 | 30.2 | 52 | .0 | N.C. | N.A. | 3145 | 30.95 | 4195 | 41.29 |



*See Special Notes - Page 7
#See Special Notes - Page 8

## CANADIAN (FRENCH) FIVE YEAR TREND INDICES BY CLASSIFICATION

### BOATING & YACHTING

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1991 | 98.8 | 97.6 | 100.0 | 134.6 |
| 1990 | 98.8 | 99.3 | 95.7 | 138.5 |
| 1989 | 98.8 | 97.4 | 100.0 | 123.1 |
| 1988 | 100.0 | 98.7 | 104.3 | 130.8 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

### FISHING & HUNTING

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1991 | 93.6 | 98.6 | 80.0 | 71.5 |
| 1990 | 103.1 | 108.6 | 88.2 | 100.4 |
| 1989 | 105.6 | 108.3 | 97.9 | 120.3 |
| 1988 | 99.3 | 100.0 | 97.4 | 113.7 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

### GENERAL INTEREST

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1991 | 93.4 | 88.9 | 118.3 | 94.1 |
| 1990 | 99.5 | 92.1 | 140.2 | 96.4 |
| 1989 | 95.7 | 95.3 | 98.0 | 117.5 |
| 1988 | 98.7 | 98.4 | 100.4 | 102.8 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

### HEALTH

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1991 | 185.0 | 293.6 | 123.4 | 275.9 |
| 1990 | 189.4 | 265.1 | 146.3 | 217.9 |
| 1989 | 180.2 | 243.9 | 144.1 | 206.3 |
| 1988 | 102.7 | 135.3 | 84.0 | 118.8 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

### HOMES

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1991 | 81.4 | 108.4 | 61.5 | 85.0 |
| 1990 | 89.2 | 112.2 | 72.2 | 112.5 |
| 1989 | 90.7 | 98.3 | 85.1 | 113.3 |
| 1988 | 96.9 | 102.0 | 93.1 | 105.4 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

### SCIENCE & TECHNOLOGY

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1991 | 70.6 | 72.3 | 65.2 | 87.4 |
| 1990 | 77.1 | 77.7 | 73.9 | 91.6 |
| 1989 | 87.6 | 90.3 | 78.3 | 86.3 |
| 1988 | 96.5 | 98.3 | 89.1 | 117.9 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

### TV & RADIO

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1991 | 124.5 | 171.6 | 115.0 | 91.8 |
| 1990 | 130.4 | 178.5 | 120.8 | 120.5 |
| 1989 | 137.4 | 189.1 | 126.9 | 217.2 |
| 1988 | 108.7 | 114.4 | 107.6 | 167.0 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

### WOMEN'S

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1991 | 112.9 | 109.6 | 117.7 | 106.7 |
| 1990 | 124.4 | 118.4 | 133.0 | 117.0 |
| 1989 | 128.4 | 115.4 | 147.2 | 140.4 |
| 1988 | 109.1 | 101.8 | 119.6 | 121.2 |
| 1987 | 100.0 | 100.0 | 100.0 | 100.0 |

See Page 81 for Listing of Publications by Classification